



Press release

Longines signs a new partnership agreement with the International Federation of Gentlemen and Lady Riders

St. Imier (Switzerland), 11 February 2014 – The famous Swiss watch brand Longines is delighted to announce that it has signed a new partnership agreement with the FEGENTRI, the International Federation of Gentlemen and Lady Riders. The Federation includes 25 member countries and its aim is to promote and develop international races for amateur riders. Under the terms of this new agreement, Longines will be the official partner and watch for the FEGENTRI, as well as lending its name to championships organised by the Federation and to the rankings for riders who take part.

Longines is delighted to announce its partnership with the FEGENTRI, the International Federation of Gentlemen and Lady Riders. Founded in 1955, the FEGENTRI aims to promote and develop international thoroughbred races for amateur riders. Under the terms of this new agreement, the Swiss watch brand will be the FEGENTRI's official partner and watch. Moreover, Longines will lend its name to the World Championships for male and female riders and to the corresponding rankings – the *Longines World FEGENTRI Championship Rankings for Lady Riders* and the *Longines World FEGENTRI Championship Rankings for Gentlemen Riders*.

The FEGENTRI organises two World Championships, one for female and one for male riders, which are held in seventeen countries in Europe, North America, Asia and Africa at some of the most prestigious racecourses in the world. The top amateur riders from each member country are invited to take part. These amateur riders come from very varied backgrounds and each of them has a full-time occupation alongside his or her racing activity. Both championships, the *Longines World FEGENTRI Championship for Gentlemen Riders* and the *Longines World FEGENTRI Championship for Lady Riders* comprise a series of flat and jump races.

The President of the FEGENTRI, Nathalie Bélinguier commented: “This new partnership is an important sign of recognition for all the members of our Federation. Longines is involved in many prestigious equestrian events around the world at the professional level. We are delighted to be associated to them for the world championships for amateur race riders.”

Walter von Känel, President of Longines added: “With this partnership, we add a new aspect to our passion for equestrian sports. We think that supporting amateur riders is totally in the vein of our slogan “Elegance is an attitude”. We are very happy to associate our name with the FEGENTRI.”

This new partnership is part of the Swiss watch brand's continued commitment to the world of equestrian sport. As the partner of many events worldwide, Longines has demonstrated its passion for equestrian sports since 1878. That was the year the brand created its first chronographs, one of which was decorated with a jockey and his horse engraved on the



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back cover. These timepieces made it possible to time horses to the second and were used at racecourses from 1881 on; they proved to be extremely popular among both jockeys and race-goers.

Based in St. Imier, Switzerland, since 1832, the Swiss watch brand Longines boasts a broad know-how forged out of tradition, elegance and high performance. With its vast experience as a timekeeper for world championships and a partner of various international sports federations, Longines has, over the years, established solid and enduring links with the world of sport. Renowned for the elegance of its watches, Longines is a member of the Swatch Group Ltd, the world's leading manufacturer of horological products. With its famous winged hour-glass logo, Longines has outlets in over 130 countries.

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