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## TAG HEUER AND NISSAN ARE PARTNERS IN RACING

**TAG HEUER IS THE OFFICIAL** timekeeper and official watch partner of Nissan NISMO, as announced during the January Super Bowl broadcast. TAG Heuer's logo was seen in a Nissan ad on Nissan's brand new GT-R LM NISMO that will be racing in the FIA World Endurance Championship (WEC), which includes the LeMans 24. The logo was also seen on the driver's overalls.

"TAG Heuer's legitimate ties to endurance races in motorsports are without rival," explains Jean-Claude Biver, CEO of TAG Heuer and president of watch division of LVMH group. "I wanted an

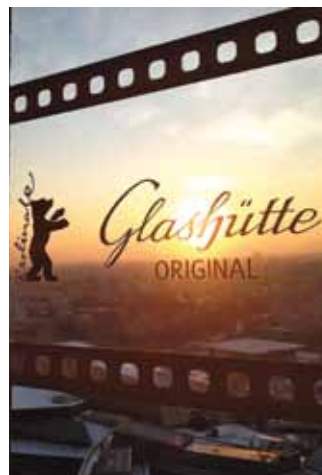
innovating partner to come back on these tracks. Nissan NISMO is the perfect challenger, a pioneer regarding the technology of the car and regarding its way to communicate specifically with the young through their massive presence on social media."

TAG Heuer will assist Nissan for its first season in the LM P1 category of the FIA WEC as their official timekeeper and watch. TAG Heuer has a long history at Le Mans starting in the 1970s with Ferrari and then with five consecutive wins, with Peugeot Sport in 2009 and with Audi Sport from 2010 to 2013.

## GLASHÜTTE ORIGINAL AND BERLINALE CELEBRATE

**GLASHÜTTE ORIGINAL AND** the Berlinale in February celebrated the 65th Berlin International Film Festival, at which the two organizations celebrated the fifth year of their partnership.

The Saxon watchmaker, together with the "Perspektive Deutsches Kino" section of the Berlinale, has been awarding the "Made in Germany – Perspektive Fellowship" since 2012. Since 2014, Glashütte Original has also supported the "Retrospective" and "Homage" sections of the festival, which are dedicated to a different topic in the history of film and a well-known director each year.



## TAKE A WATCH TOUR

**SWISS WATCH TOURS (SWT)** was founded in 2011 by CEO Roy Slater-Hill to allow collectors and enthusiasts unique access to small, independent workshops and world famous brands in the watchmaking regions of Switzerland. During the one- or two-day tours, visitors are able to witness the highly skilled and complex process of watchmaking at its finest and see collections from brands such as Jaeger-Le-Coultre, Parmigiani Fleurier, Girard-Perregaux and many more.

"Because the tours are such intimate experiences they are ideal for those who are looking for a new and rare opportunity to learn how their watches are made and meet the skilled craftsmen and women behind each piece," says Slater-Hill. For details, see [swisswatchtours.com](http://swisswatchtours.com).