



· ANDREW · WINCH · DESIGNS ·

THOMAS MERCER

ESTD 1858

A UNIQUE MOMENT IN TIME: THOMAS MERCER CLASSIS BY ANDREW WINCH DESIGNS

Media Information

For immediate Release

Monaco, 20th September 2012

Thomas Mercer, the legendary British based marine chronometer company announces a partnership with the world-renowned designer Andrew Winch.

2012 is the year of Thomas Mercer: in February, the brand was back with a new expert management team and a fifth generation of the Mercer family; in May, Thomas Mercer launched the ovalising balance system; and today in September, with Andrew Winch, unveils a new generation of marine chronometers.

Thomas Mercer's vision is to redefine the marine chronometer for yachtsmen of the 21st century, combining mechanical perfection and heritage with superb design and innovation.

THE PARTNERSHIP

Alessandro Quintavalle – Thomas Mercer's CEO – explains: "There is only one name that could evolve the style of what was formerly the key technology for navigation – one name that shares our values of exclusivity, excellence and Britishness, and that is Andrew Winch Designs. Once the timepiece that enabled adventurers to explore and map the World, the marine chronometer now becomes an objet d'art of revolutionary design, desired and anticipated by the owners of the world's finest yachts."

Andrew Winch Designs Creative Director, Andrew Winch says: "It is an honor to be creating the Thomas Mercer Chronometer. We design yachts that cruise and travel to the furthest coasts of the sea – navigated by Thomas Mercer chronometers. Marine clocks have been the key technology for marine navigation and Thomas Mercer leads the field with their exquisite timepieces. We are delighted to launch this exciting collaboration at the Monaco Yacht Show. Combining the style and beauty of a Winch design, with the precision and expertise of Thomas Mercer, we look forward to showcasing the first of a new age of marine timepieces."

Thomas Mercer

Richmond Riverside, Richmond upon Thames, Surrey TW9 9ES
Telephone +44 (0) 2083 348 106 Fax +44 (0) 844 854 2865
press@thomasmercerc.com www.thomasmercerc.com



· ANDREW · WINCH · DESIGNS ·

THOMAS MERCER

ESTD 1858

The finishing touch to this incomparable, indeed unique project is the magic touch of Linley, the bespoke design and furniture maker, whose amazing woodwork further enhances this purest expression of British distinction.

THE MAIN FEATURES OF THE TIMEPIECE

The name Classis, from the Latin word for fleet, heralds the next dynasty of chronometers from Thomas Mercer.

This masterpiece, produced in a limited series of 10 units and inspired by the shape of a winch, recounts the most important voyages of discovery in the history of navigation. Each of the facades of the timepiece pays homage to famous ships that played a leading role in the world's destiny. The departure year, the coordinates of the most significant points reached during the trip and the image of each ship are engraved on the case, and the twelve names are made of satinwood inlaid on a fine ebony Macassar body. In addition to this, the dozen achievements are symbolically united in the Mercator Map standing out from the dial.

The unique style and beauty of the exterior of Classis is also found in the mechanism. The escapement, truly the beating heart of the mechanism, comes in its par excellence Spring Detent form, and, in a masterstroke of originality, is visible on the dial to thus display its extraordinary grace.

The movement marks the occasion with a stunning bi-colour selective finish: a beautiful combination of polished and grené effects.

Another *sine qua non* of this chronometer is the gimbals' suspension that allows the movement to remain horizontal regardless of the motion of the ship - ideal for achieving maximum accuracy.

The design, while featuring the traditional elements of a pure chronometer, has in addition transformed the movement itself into an objet d'art, bearing witness to the revival of a sophisticated art form that today can be brought back to life only with great difficulty; only by Thomas Mercer.

Thomas Mercer

Richmond Riverside, Richmond upon Thames, Surrey TW9 9ES
Telephone +44 (0) 2083 348 106 Fax +44 (0) 844 854 2865
press@thomasmercercer.com www.thomasmercercer.com