

THOMAS MERCER

ESTD 1858

NEWLY DESIGNED MARINE CHRONOMETER SET FOR DEBUT AT MONACO YACHT SHOW SEPT 25-28, 2013

Media Information

For immediate Release

Richmond upon Thames, 5th August 2013

Thomas Mercer confirmed today the launch of a new type of timekeeper: the Legacy chronometer.

The new-born masterpiece will be presented to the world at its exclusive premiere, in the perfect setting of the Monaco Yacht Show September 25th- 28th, with first deliveries to clients as soon as November 2013.

The Legacy lovingly blends the most sophisticated and modern design with the attributes of Britishness and affinity with the sea - attributes that have set apart the name of Thomas Mercer from all others since 1858. As well as embodying Mercer's renowned visually intellectual and interpretative prerogatives, this progressive and imaginative new timekeeper will feature the highest aesthetic values and display the most refined sense of beauty and quality.

"No other timepiece could better express the spirit of the new Thomas Mercer, where a dashing heritage of more than 150 years is propelled into the future by incorporating the latest design styles and innovative horological ideas" says Alessandro Quintavalle, Thomas Mercer's CEO.

Legacy draws inspiration from the spirit of adventure that is indelibly mapped into the DNA of the brand: "More Thomas Mercers have been used to navigate the seas than any other name of chronometer" adds Quintavalle "and 2013 is simply the perfect time for bringing the Legacy to life, as this same year saw the successful recreation of Shackleton's voyage, universally considered the greatest small-boat journey of all time". Nearly a century after Shackleton's expedition, a team of six, led by Australian environmental scientist Tim Jarvis, set sail from Elephant Island to navigate 800 nautical miles of the treacherous Southern Ocean to South Georgia using traditional supply, equipment and technology including a Thomas Mercer vintage chronometer on which they safely relied for determining longitude.

Thomas Mercer

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Like every Thomas Mercer, the new chronometer embraces the best of British luxury values, painstaking design and craftsmanship, an incomparable style and a real appreciation for the finest

things in life. Great excitement surrounds the anticipation of this cutting edge timekeeper that will enhance the brand's future and be as individual as its Owners.

Again, it is only a matter of time.

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