

THOMAS MERCER

ESTD 1858

THOMAS MERCER TO DEBUT AT THE DUBAI INTERNATIONAL BOAT SHOW 2014

**BRITISH FINE MAKER TO UNVEIL ITS EXCLUSIVE RANGE OF
MARINE CHRONOMETERS TO THE MIDDLE EAST REGION**

Media Information

For immediate Release

Dubai, 4th March 2014

With its unique heritage in marine timekeeping and strong affinity with the sea, Thomas Mercer is proud to announce that it will make this evening its premiere appearance in the Middle East today, on the occasion of the 22nd edition of the Dubai International Boat Show.

The most respected and admired brands in the pleasure boating industry come to MENA's leading luxury yacht platform to showcase their products and services; the 2014 edition promises to thrill with 19 superyachts afloat, including the largest boat in the show's history.

Commenting upon Thomas Mercer's participation in the show, Alessandro Quintavalle, CEO, says: "The Dubai International Boat Show is a world class event and its continuous growth reflects the Middle East's increasing importance in the international luxury maritime market. As a drawcard for discerning visitors seeking high end products related to the yachting industry, it is a tremendous opportunity for Thomas Mercer to showcase its matchless and exclusive marine timekeepers to existing and potential customers."

The British chronometer maker's participation in the show reinforces the ties between the brand's longstanding seafaring tradition and the world of yachting. Born in 1858 to manufacture precision chronometers to calculate longitude at sea, during its 150 years of history the company was appointed Maker to the Admiralty and its timekeepers accompanied epic voyages such as the Shackleton Expedition. At the top end of production were chronometers that equipped *H.M.Y. Britannia* and *R.M.S. Queen Mary*.

Thomas Mercer today perpetuates its horological tradition by creating marine timepieces that add a further dimension to the globe's greatest vessels; the *Classis*, the model launched in partnership with Andrew Winch Designs (the world renowned studio which designed the Dubai Royal yacht) is just one indicator of the brand's incomparability. The Middle East premiere of the

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company will be completed by the unveiling of the *Legacy Shackleton Epic*, a marine chronometer celebrating the centenary of the most heroic small-boat journey of all time.

The Dubai International Boat Show 2014 will take place at Dubai International Marine Club - Mina Seyahi from 4 - 8 March 2014. The show is open to trade visitors and the general public, from 3pm - 9.30pm daily.

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