

M E D I A R E L E A S E

FOR IMMEDIATE RELEASE

CONTACT:
Gilbert Cheah +65 6323-1606
general@singaporetatlert.comGRAND PRIX D'HORLOGERIE ASIA 2009
NIGHT OF SURPRISES AND
STALWARTS AT ASIAN WATCH
AWARDS

*A Lange & Söhne wins Grand Prize Watch of the Year award; Independent watch maker Urwerk wins in two categories. Lifetime Achievement Award presented to **Nicolas Hayek** of Swatch Group and Trailblazer Award to **Karl-Friedrich Scheufele** of Chopard.*

Singapore, 25 September, 2009: Asian watch collectors made their choices for the world's best watches of the year at the **2009 Grand Prix d'Horlogerie Asia Awards**, held in Singapore at the Raffles Town Club.

While industry stalwarts **A. Lange & Söhne**, **Richard Mille** and **Cartier** won top prizes at the 2009 Grand Prix d'Horlogerie Asia awards, independent watchmakers also scored surprise wins. **Greubel Forsey** won Best Complicated Watch for its *Quadruple Tourbillon à Différentiel Sphérique* and **Urwerk**, the brand started by Felix Baumgartner and Martin Frei, won Best Sports Watch for its *Tarantula*, and Best In Design for the *CCI*. It was not the only double win of the night, as Lange's *Richard Lange Pour le Mérite* watch won for the Best Men's Watch and also clinched the Grand Prize Watch of the Year award. **Cartier** won Best Jewellery' Watch for the *Panthère secrète de Cartier*, and **Richard Mille** took home Best Ladies' Watch honours for its *RM019 Celtic Knot Tourbillon*.

Two special awards that focused on individuals instead of brands were also presented – the **Trailblazer** award went to **Karl-Friedrich Scheufele** of Chopard, and the **Lifetime Achievement** award to **Nicolas Hayek** of the Swatch Group.

Since its launch last year, the Asian Grand Prix d'Horlogerie has been praised for having only noted watch collectors as the judges and for the transparency and integrity of the voting process. "This is a competition where the winners are decided by the collectors, not industry insiders or the press," said Edipresse Singapore's Managing Director, Gilbert Cheah. "These are some of the top customers of the watch companies and they are not beholden to any brand. What we did was to get them to vote on paper how they would have voted with their pocketbooks. And we ensured the voting process was transparent and unbiased."

Brands were invited to submit nominations for their watches released within 1 September 2008 and 30 September 2009, and these were then reviewed by a Nominations Committee. Committee

members were also free to nominate any watches they deemed worthy, regardless of whether the brands had nominated the watches. Once the nominations committee had made the final selection of watches (seven finalists in six categories), the job was handed over to a Jury, which consisted of a group of different collectors.

In order to ensure that the judging process would be transparent and credible, a specialist in voting systems, Dr Massimiliano Landi, Assistant Professor of Economics at Singapore Management University, was brought in to supervise and manage the voting process. Judges around Asia were assigned anonymous email addresses so that no one would know which judge voted for which watches, and all nominations and votes were sent directly to Dr Landi and not the organisers.

In all, 332 watches were nominated by both the brands and the nominating committee, whose job was to make sure the entire spectrum of the watch industry was represented and that no brand was left out from consideration. The committee then voted to select seven finalists per category, to reduce 332 watches to 42. As there were no restrictions on how many categories a particular watch could be nominated for, a total of 30 different time pieces were in the finals.

“The competition was very stiff,” says Dr Landi, “Two rounds of voting were needed to elect the winners in Design, Sports and Jewellery. In the other categories the winner was elected at the first round, with a minimum of 7 (out of 10) votes but the runner-up was behind by only one to three votes.”

“It is rare and quite wonderful to have a publishing company organising a major competition where they do not interfere or try to influence the judging process in any way,” said Dr Bernard Cheong, noted watch expert and collector who served on the Nominations Committee. “As a result, this was an unbiased, academically-driven contest that was constructed and monitored to be a sampling of the high end watch customers, and this is something to be appreciated and admired.”

The Nominations Committee:

Dr Bernard Cheong (Singapore)
 Mr JiaXian Su (Singapore)
 Dr. Masanori Kondo (Japan)
 Mr. Bertrand Mak (HK)

The Jury:

Ms Jenni Wu (Singapore)
 Ms Lee Kian Hoon (Malaysia)
 Mr John Clang (Singapore)
 Mr Daniel Liu (Japan)
 Dr Xu Zhiming (HK)
 Mr Sumate Lopinich (Thailand)
 Dato Mokzhani Mahatir (Malaysia)
 Mr Michael Seet (Singapore)
 Mr Laurence Wee (Singapore)
 Mr Peter Chong (Malaysia)

Biographies are available upon request.

The results:

Best Men's Watch	A. Lange & Söhne - <i>Richard Lange Pour le Mérite</i>
Best Ladies' Watch	Richard Mille - <i>RM019 Celtic Knot Tourbillon</i>
Best Complicated Watch	Greubel Forsey - <i>Quadruple Tourbillon à Différentiel Sphérique</i>
Best In Design	Urwerk - <i>CCI</i>
Best Sports Watch	Urwerk - <i>103T Tarantula</i>
Best Jewellery Watch	Cartier - <i>Panthère secrète de Cartier</i>
Grand Prize Watch of the Year	A. Lange & Söhne - <i>Richard Lange Pour le Mérite</i>