

RAYMOND WEIL INTRODUCES THE FREELANCER PIPER



In tribute to its founder's deep passion for aviation, Swiss watchmaker RAYMOND WEIL is proud to partner with legendary aviation manufacturer Piper Aircraft Inc. to present its first-ever pilot watch: the *freelancer* Piper.

Made of titanium and stainless steel, this 45mm *freelancer* features a mechanical self-winding chronograph movement with date and GMT functions, making it easy for all experienced pilots to read. The shiny blue minute and hour hands resemble the aircraft's rotor blades while the GMT hand, with its red pointer, references a compass. The small seconds sub-dial at 9 o'clock is inspired by the attitude indicator and the openwork black leather strap completes the aviator look of the timepiece. With its tachymetric bezel, 100-meter water resistance and 46-hour power reserve, flying enthusiasts can set off to conquer the skies and discover new horizons above the clouds. Each *freelancer* Piper watch will be offered in a special box, which will include a model of a RAYMOND WEIL-branded Piper aircraft.

"We are thrilled to be partnering with best-in-class manufacturer, Piper Aircraft Inc. on our first-ever pilot watch. Raymond Weil was not only a visionary and daring entrepreneur but also a passionate pilot and the proud owner of a Piper plane", says Elie Bernheim, CEO of RAYMOND WEIL. "The freelancer Piper is a fitting homage to my grandfather and the invaluable heritage he left us. I am sure he would be immensely proud of this new introduction."



RAYMOND WEIL

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Throughout his life, Raymond Weil demonstrated a visionary's thinking, an independence of spirit and an admirable determination. An enthusiastic pilot, he was particularly fond of mountain flights, especially around the Matterhorn, which he did not hesitate to admire with his Piper plane during his travels in Switzerland. As a nod to the man's dear passions, the advertising campaign unveiling the *freelancer* Piper watch features the Swiss Alps and displays a RAYMOND WEIL-branded Piper plane.

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Notes to Editors:

RAYMOND WEIL

Founded in Geneva in 1976, RAYMOND WEIL is one of the last remaining Swiss independent family-owned and family-operated watchmaking companies. Based in Geneva, home of Switzerland's most prestigious watchmakers and of the industry's topmost expertise in component and material supply, the Brand enjoys a unique position in the exclusive world of luxury with a collection of refined timepieces that embody an elegant and contemporary blend of elements inspiring emotions with both customers and partners.

Music has always been at the centre of the RAYMOND WEIL universe. This is borne out by the names of the Brand's collections — taken from famous operas such as *nabucco* and *parsifal*, or with musical connotations, such as *maestro* or *jasmine* — and the various musical partnerships RAYMOND WEIL has signed with some of the most recognized concert halls, exclusive music awards ceremonies, live music platforms and music-related charities.

Emotions, precision, performance: these are the values common to music and watchmaking that RAYMOND WEIL wishes to share with its clients.

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