



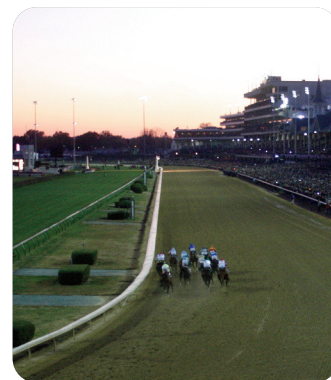
WATCH JOURNAL REVIEW

A DIFFERENT BREED | MONTBLANC SPONSORS THE BREEDERS' CUP

TEXT BY: LAURIE KAHLE

The shouts of nearly 73,000 people

crested to a roar as Zenyatta, the tall mare with the perfect record, rounded the corner for the home stretch in her final race, the Breeders' Cup Classic held last November at Churchill Downs in Louisville, Ky. In her characteristic dramatic style, she quickly advanced from the back of the pack. Despite the crowd's willing her to overtake her rival Blame, their cheers turned into a huge collective groan as she lost by a head in a photo finish, devastating her jockey, Mike Smith.



The running of the Classic



Michael Tabor, the winningest owner of the Breeders' Cup year, and Montblanc's Jan-Patrick Schmitz interviewed at Churchill Downs



Montblanc Nicolas Rieussec

As those assembled in Montblanc's viewing suite grappled with the disappointing finish, Jan-Patrick Schmitz, the brand's North American president and CEO, made his way to the Winner's Circle to present Blame's owner with a special edition Nicolas Rieussec stainless steel automatic chronograph (\$9,200). Montblanc produced 10 pieces with Breeders' Cup-purple stitching on the strap and a special box—two of which were awarded to the winners of the Classic and Ladies' Classic races.

"The Breeders' Cup is one of the highest-level horse races," says Schmitz. "At face value, it's a sporting event, but it's much

more a lifestyle and cultural event. People who enjoy it also appreciate fine timepieces and our culture as well. This first race-edition watch allows us to connect with people who enjoy the lifestyle and want to capture the emotion of what's happening here by owning one."

Montblanc and horse racing may seem like an odd pairing, but the brand's sponsorship of the event reflects a genuine connection between the sport and the brand's first in-house movement—the hand-wound MB R100 column-wheel chronograph with vertical disc clutch, which debuted in 2008's Nicolas Rieussec Monopusher Chronograph.

It was Nicolas Rieussec who long ago conceived a practical race timing mechanism. At a race in 1821, Rieussec demonstrated his groundbreaking device, which used a clock movement, ink-filled markers and two rotating discs—a seconds disc that completed a revolution every minute and a minutes disc that made a complete rotation every hour. By pushing the markers onto the discs when each horse crossed the finish line, he was able to measure the horses' times with incredible accuracy. He had invented the first chronograph, or "time writer," and the correlation of the term is not lost on the famous German pen manufacturer.

Having acquired the rights to the Nicolas Rieussec name, Montblanc's watchmakers drew on his machine for inspiration in creating a distinctive monopusher chronograph that indicates elapsed time with two fixed hands poised above two turning discs—the seconds and minutes counters—mounted in low-friction ruby bearings. Montblanc also developed the MB R200, an automatic movement with a second time zone, date and day/night display, in their watchmaking facility in Le Locle, Switzerland.

Schmitz described the strange atmosphere of the Winner's Circle, where the stunned group remained virtually speechless. Of course, once the cameras started to roll, broadcasting to a worldwide audience, everyone snapped to attention. Win or lose, Zenyatta made Montblanc's second sponsorship of the Breeders' Cup the race seen 'round the world with a record-breaking audience, although that's little consolation to Mike Smith, who will forever lament holding his star horse back for even a fraction of a second too long. 800.995.4810, montblanc.com