



DTM

The Ice-Watch brand comes on board as Premium Partner of BMW Motorsport for the 2013 DTM season.

Munich (DE), 28th February 2013. From now on time will play an even more important role for BMW Motorsport in the DTM: The Belgian watch brand Ice-Watch will make its debut in the popular touring car series as Premium Partner of BMW Motorsport. For the 2013 season, Marco Wittmann (DE) of BMW Team MTEK will take to the track at the wheel of the Ice-Watch BMW M3 DTM, which bears the start number 21 and features a striking Ice-Watch design on the front, roof and rear of the car.

"Time plays a vital role in the DTM. The difference between victory and defeat comes down to mere fractions of a second in qualifying, the race, and during pit stops. We are now picking up on the subject of time in the form of our partnership with Ice-Watch," said BMW Motorsport Director Jens Marquardt. "We are delighted to team up with a partner like Ice-Watch, which sets trends in its industry and therefore carries a dynamic image. That suits BMW Motorsport and Marco Wittmann very well. After all, Marco is our youngest driver. A look at the BMW Motorsport watch collection proves the licence partnership between BMW and Ice-Watch in the lifestyle segment is a winning project for both sides from the word go. I'm sure we will see these stunning models on many wrists in the DTM paddock in the 2013 season."

Within the framework of the partnership with BMW Motorsport, Ice-Watch has also developed a dedicated BMW Motorsport watch collection. "We are looking forward to our new licence partner Ice-Watch – and the appearance of these sporty watches in the classic BMW Motorsport colours at the DTM race tracks," said Dr Thomas Goerdts, Head of BMW Group Lifestyle Collections.

Marco Wittmann said: "The Ice-Watch BMW M3 DTM looks fantastic. The very first time I saw the design of my DTM car for 2013, I fell in love with it. I also really like the watches. They are very practical and also look sporty."

Jean-Pierre Lutgen (BE), CEO of Ice-Watch, added: "BMW embodies innovation, design, cutting-edge performance and robustness, as well as excellent after sales service and accessibility. This partnership is further proof the Ice-Watch brand is seen as a sound and credible partner. It offers the brand the chance to further consolidate its position among the leading names in 'fashion watches', acquired thanks to a new vision of watches, affordable prices, a wide range of colours and models, and constant innovation."

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Founded in Belgium in 2007, Ice-Watch now sells its watches in over 110 countries. The brand's unique design is reflected in the models and colours, which are available in over 500 different combinations. There is an Ice-Watch watch for every taste, every style and every situation. Right from the outset, founder Jean-Pierre Lutgen placed great importance on the concept and spirit behind the brand.

Ice-Watch is not just a watch – Ice-Watch is the embodiment of colour and fashion. This way, the company is able to set trends and appeal to a broad target group. In 2012, more than 2 million watches were sold in Germany and Austria alone, with Ice-Watch achieving a market share of 38 per cent in the price range between 50 and 100 Euros.

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