

# BRM



« Dear driving friends,

It gives me great pleasure to announce the birth of the limited edition BRM « Laponie Ice Driving » watch. Based on the V12-44 model, the customisation has been dedicated entirely to the world and colours of Laponie Ice Driving, and mirroring the spirit of BRM racing. Laponie Ice Driving is offering a discount of 20% to all participants in the 2013 season!

A partner since the summer, Laponie Ice Driving offers outstanding ice driving experiences on a frozen lake in Swedish Lapland, in surroundings literally **UNIQUE IN THE WORLD!**

See for yourself in the picture below...

I encourage you to try the experience, and please do not hesitate to mention the BRM newsletter when you register - you'll get a Vuarnet Polaire Fleece to give you a head start ! »

Yours sportingly,  
Bernard Richard

Established by Eric GALLARDO during 2005, Laponie Ice Driving's mission is to offer thrill-seekers in search of excellence the opportunity to drive high-powered sports cars on reproductions of the most renowned car-racing circuits, and to quench their passion for mechanical sport on the frozen lakes of Swedish Lapland.

Laponie Ice Driving aims to combine everything necessary for a no-compromise driving experience unequalled anywhere in the world, allowing the most demanding access to mastery of high-speed drifting in just two days through the use of instructors of the highest level.

Laponie Ice Driving's infrastructure comprises 9 tracks on a 300-hectare (741 acre) frozen lake specially constructed every winter (and offering a theoretical risk factor of zero).

The vehicles are specifically prepared for ice and extreme cold. From the coolants to the tyres (each with between 300 and 600 3mm studs), to long-throw headlights: everything is arranged to ensure the best possible in performance and reliability.

For more information, please go to [www.laponie-ice-driving.com](http://www.laponie-ice-driving.com)



### Spécifications

- 44mm titanium case
- Tachometer
- Brushed stainless steel pushers and lugs
- Brushed stainless steel crown engraved with "Laponie Ice Driving" logo
- Black dial engraved "Laponie Ice Driving"
- Limited edition of 20 pieces
- Automatic chronograph movement
- Black strap with orange stitching
- Water resistance : 100 meters
- Maximum recommended retail price : 5 550 €
- It will be available from January 2013

For customer of Laponie Ice driving, an exceptional discount of 20% will be granted by Laponie Ice Driving.

**Bernard Richards Manufacture - BRM**

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