



BRM Watches to become an official partner of the 24H SERIES powered by Hankook

GENNEP (19 December, 2014) - French watch manufacturer BRM will become an official partner of the 24H SERIES powered by Hankook. Starting with the opener of the 2015 season, the Hankook 24H DUBAI (8-10 January, 2015), BRM will provide exclusive watches for all class winners in the Hankook 24H DUBAI. From the second round of the season onwards, the Hankook 12H ITALY-MUGELLO (13-14 March, 2015), BRM will also be providing the official trophies for the first three teams in the overall classification and the top three in the classes. The champions in the 2015 24H SERIES powered by Hankook team per class, drivers per class and ladies standings can also look forward to a beautiful BRM watch. "We are delighted to welcome a high-quality brand like BRM on board as an official series' partner," says Gerrie Willems on behalf of CREVENTIC. The Dutch agency is the promoter and organiser of the 24H SERIES powered by Hankook in co-operation with the Dutch National Racing Team (DNRT). "People who like motorsport usually also like nice watches, and therefore, the link with BRM fits perfectly. We are looking forward to a long and successful partnership."

Watch making manufacture BRM was founded over 10 years ago by Bernard Richards, who also gave his name to the company as the abbreviation stands for 'Bernard Richards Manufacture'. BRM is the only French watch making manufacture and runs a limited production of only 2,000 watches every year in its headquarters in Vexin near Paris. Since his childhood, company founder Bernard Richards has had a passion for precision engineering that is also mirrored by his keen interest in motorsport. Therefore, it is only logical that BRM watches are acclaimed among aficionados of mechanical sports and that these sports are playing a great role in the BRM brand image. The 'racing spirit' is reflected in the BRM model range by chequered flags on cases and straps, the use of high-tech materials exploited in racing car construction as watch components and model names that are based on engine parts. BRM watches can be personalised in colour and material and BRM's corporate adagium can also be translated to motorsport: "Performance is born of excellence of detail".

After Hankook, the title sponsor and the exclusive tyre partner of the 24H SERIES powered by Hankook, BRM is the second high-profile company to enter a partnership with the only international race series to include more than one 24-hour race in its championship calendar. "Not only drivers and teams show increasing interest in our series, numerous companies also identify the marketing opportunities in the 24H SERIES powered by Hankook," says Gerrie Willems. "BRM is a well-known name in motorsport and you can sport many BRM watches adorning the wrists of drivers,

team members and visitors in the paddocks at race circuits all over the world. To have BRM on board from the 2015 season onwards is another important boost for our series. And it goes without saying that the prospect of such a great watch as an extra prize will be another motivation for our drivers to put in even more effort to do well!" Further information about the 24H SERIES powered by Hankook can be found at: www.24hseries.com.

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