

Press release  
- FOR IMMEDIATE RELEASE -  
La Sportive Ultima RS Limited Edition & La Sportive Leeds United FC Centenary Limited Edition

## **LOUIS ERARD: SHARING VALUES**

Le Noirmont, 14 August 2020

**La Sportive Ultima RS Limited Edition and La Sportive Leeds United FC Centenary Limited Edition. Two sporty, stylish, limited-edition chronographs. The perfect expression of the Louis Erard spirit of sharing, which builds bridges between fine watchmaking and independent sport: Ultima supercars and legendary football team Leeds United.**

Because a watch is much more than a functional object. Because mechanical excellence, precision and reliability are merely prerequisites, and the true significance of a watch lies in sharing. Just like these chronographs. Created with the Ultima Sports supercar manufacturer and the Leeds United football team, they show how Louis Erard pushes the boundaries of the art of watchmaking by combining technique and character.

The pitch could end there, going no further than a line in a catalogue, an advertising hook, a few words in a marketing plan. But Louis Erard's approach is much more authentic than that. For some, partnership unlocks the values of excellence in watchmaking, and for Louis Erard it is a preferred approach for creating an element of surprise, for stepping outside its own conventions, for experimenting, for taking risks, but without breaking the clear link between the brand and its foundations: great traditional watchmaking at affordable prices.

The aim is not to cause a great stir, or to bask in the reflected glory of the greatest football team or the most successful Formula One team. At Louis Erard, partnership is first and foremost about sharing values, at a personal level, with people who, like the Le Noirmont brand, have integrity and are resilient and independent.

La Sportive Leeds United FC Centenary Limited Edition, in a limited edition of 100, celebrates the 100<sup>th</sup> anniversary of the legendary English football club. It is a vertical Bi-Compax chronograph in the team's colours: blue counters on a white background. And it has something very special at 9 o'clock: a few fragments of a brick from the legendary Elland Road stadium, a little piece of history on the wrist. This is a powerful symbol for Louis Erard as well as for Leeds United, which this year made its comeback to the Premier League after a 16-year absence.

La Sportive Ultima RS Limited Edition is, for its part, inspired by the Ultima RS supercar, the fastest ever made by British manufacturer Ultima Sports. In addition to their unique personality – black, white, uncompromising – both car and watch have something else in common: the number 60. La Sportive Ultima RS Limited Edition is a limited edition of 60. And the Ultima RS goes from 0 to 60 mph in just 2.3 seconds.

### **La Sportive Ultima RS Limited Edition ref. 71245NN32**

#### **Limited edition of 60 units**

**Recommended retail price: CHF 3,100.00**

|           |   |
|-----------|---|
| Movement  | Automatic chronograph, ETA 7753 Valjoux, 13¼", Ø30.00 mm, height: 7.90 mm, 27 jewels, 28,800 VpH (4Hz), élaboré grade movement with specially decorated oscillating weight + Louis Erard engraving, around 48 hours of power reserve  |
| Functions | HMS + chronograph + date<br>Time: central hour and minute hands, small seconds counter at 9:00, date at 6:00<br>Chronograph: central second hand, 30-minute counter at 3:00   |
| Case      | Sandblasted stainless steel + black PVD, Ø42.50 mm, thickness: 14.50 mm, 3 pieces, domed sapphire crystal with anti-reflective treatment on both sides, case back with screws, élaboré grade movement visible through the transparent case back, specially decorated "UltimaRS 1 of 60" case back crystal, water-resistant up to a pressure of 5 bars (50 m/165 ft) |
| Dial      | Matt black outer zone, black snail counters, glossy white central area, white and silver transfers, date at 6:00 (white plate, red numerals)  |
| Hands     | Sandblasted hour, minute and second hands; counters hands with matt black base and sandblasted body   |
| Strap     | Black carbon-fibre effect calf leather, tone-on-tone stitching, rubber-effect black leather on reverse, stainless steel + black PVD pin buckle  |

**La Sportive Leeds United FC Centenary Limited Edition ref. 78109LU41****Limited edition of 100 units****Recommended retail price: CHF 2,950.00**

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|-----------|---|
| Movement  | Automatic chronograph, ETA 7750 Valjoux, 13¼", Ø30.00 mm, height: 7.90 mm, 25 jewels, 28,800 VpH (4Hz), élaboré grade movement with specially decorated oscillating weight + Louis Erard engraving, around 48 hours of power reserve  |
| Functions | HMS + chronograph + day/date<br>Time: central hour and minute hands, small seconds counter at 9:00, day/date at 3:00<br>Chronograph: central second hand, 30-minute counter at 12:00, 12-hour counter at 6:00   |
| Case      | Satin/polished stainless steel, Ø44 mm, thickness: 15.50 mm, 3 pieces, special centenary LUFC bezel, extra-domed sapphire crystal, screwed case back, élaboré grade movement visible through the transparent back, specially decorated LUFC centenary case back crystal, water-resistant up to a pressure of 5 bars (50 m/165 ft) |
| Dial      | LUFC centenary dial in white and blue, anthracite and white transfers, special counter at 9:00 with LUFC centenary crest and brick powder from Elland Road stadium, Super-LumiNova on the indexes, day/date at 3:00   |
| Hands     | Hour and minute hands coated with Super-LumiNova for easier readability at night, golden central second hand, white chronograph and small second hands  |
| Strap     | Blue calf leather, white perforations and stitching, stainless steel folding clasp + second strap in stainless steel  |

**PHOTOS+VIDEOS:** <https://bit.ly/LE-leeds-ultima>

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**LOUIS ERARD, THE STORY OF A BRAND FOR CONNOISSEURS**

Based in the Jura mountains, the birthplace of watchmaking, Louis Erard embodies the values of Swiss mechanics, the tradition that keeps its promises. Combining luxury, timelessness and elegance, this independent brand is renowned for its mechanical watches and, in particular, its iconic regulators. A collection on which the brand, founded by Mr. Louis Erard in 1929, built its reputation.

Continuing the work of its founder and honouring watchmaking tradition, the Maison is reinterpreting the codes in a contemporary language. Louis Erard is now writing the next chapter of the brand's story. Inspired by high-end watchmaking, the brand is strengthening its collection of mechanical timepieces with complications.

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