



RUAG AND MORITZ GROSSMANN TO UNVEIL UNIQUE MASTER TIMEPIECE EXCLUSIVELY FOR AIRCRAFT OWNERS AT BASELWORLD

News / Business aviation, Events / Festivals



RUAG Aviation has joined forces with German luxury watchmaker Moritz Grossmann to develop a timepiece exclusively for owners of aircraft. The Skylife Watch – which is scheduled to launch at the world watch and jewellery exposition, Baselworld, in March 2017 – is the result of a collaboration between the two companies, and epitomises the expertise and craftsmanship for which both companies are renowned.

RUAG Aviation and German watchmaker Moritz Grossmann are to premiere the fruition of a creative process between the two companies, when they officially launch the Skylife BENU Tourbillon watch at this year's Baselworld exposition in March. The Skylife Watch combines the finest materials and craftsmanship, and is the culmination of a unique project that brought together specialist designers and craftspeople from both companies.

“We are delighted to have created this master timepiece with Moritz Grossmann,” says Pirmin Berger, Marketing and Communication Director at RUAG Aviation. “The Skylife BENU Tourbillon epitomises handcrafted elegance. It is the expression of the unique quality of life we enjoy – when we feel at home while travelling through the skies.”

The watchmaking excellence of Moritz Grossmann helped put the German town of Glashütte on the world map over 160 years ago. The timepieces he created by hand in his workshop were of

unmatched precision and quality; he also established the German school of watchmaking in Glashütte to share his knowledge with future generations of watchmakers. His legacy lives on today in Moritz Grossmann watches, which are still handmade in Glashütte using the same techniques he pioneered. These timepieces continue to be sought-after among watch enthusiasts and collectors the world over.

RUAG Aviation provides personalised cabin interior solutions for owners of business and private aircraft so they feel at home while travelling through the skies. The company embodies the very meaning of state-of-the-art Swiss craftsmanship, and it invests these precision skills in creating unique and customised environments, in which global travellers can enjoy tranquillity, peace of mind and absolute relaxation. All the comforts of home and the latest in technologies combine in the aircraft and helicopter interiors by RUAG Aviation.

It is this craftsmanship and passion for innovation that RUAG has brought together with Moritz Grossmann's watchmaking expertise to create the Skylife Watch, exclusively for aircraft owners.

"The Skylife Watch is a starting project both for RUAG and Moritz Grossmann. Specialists from both companies are sharing ideas and suggestions, and the collaboration is yielding an outstanding experience for future watch owners," says Christine Hutter, Founder and CEO of Moritz Grossmann.

For further details about the skylife watch visit www.skylife.watch

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