



ALPINA GENEVE AGAIN OFFICIAL TIMEKEEPER OF THE 12 HOURS OF SEBRING EDITION 2010

After an extremely successful cooperation in 2009, Alpina Genève and Sebring International Raceway have again united for the 58th annual edition of the legendary 12 Hours of Sebring. As a result, Alpina will be named the Official Timekeeper of the event, scheduled to take place from March 17-20, 2010 on Sebring International Raceway in Florida, USA. In the racing world, the 12 Hours of Sebring are considered among the main events on the international calendar, not solely because it is the opening race of the 2010-season of the American Le Mans Series (ALMS).

During the three-day event, the finest international field of road racing cars and drivers will converge at Sebring to compete in the most gruelling endurance race in North America. Traditionally witnessed by a passionate crowd of no less than 170'000 race fans, the 2010 edition promises to become again a great event.

To celebrate the partnership between Alpina and Sebring International Raceway, the luxury sports watch brand from Geneva will introduce a new limited edition: the *Alpina 12 Hours of Sebring Automatic Chrono GMT*. With this new addition to the collection, the brand reinforces its connection to the world of motor sports.

At the same time, this 'timekeeper' is the first edition within the new Alpina Racing Collection. The rounded and smooth case shape ensures a perfect fit on the wrist of the drivers, while simultaneously meeting their tough requirements: highest level of accuracy, readability, shock resistance, sturdiness and reliability.

With a generous diameter of 47mm, the matt black stainless steel watch features a black dial with red and silver elements. The raised white and luminous indexes ensure visibility, also during the nightly hours of the race. Under the 'hood', a highly complex and durable Swiss automatic movement offers the ability to keep track of the exact 12 Hours of Sebring, through a sophisticated chronograph functionality with a 12-hour counter in the lower half of the dial. To highlight this feature, a subtle red '12' symbolizes the finish line. Furthermore, the watch shows time and date, and offers a GMT function. Both front and reverse sides of the timepiece are equipped with ultra resistant sapphire crystals.

To commemorate the 58th race, the *Alpina 12 Hours of Sebring Automatic Chrono GMT* will be issued in a highly exclusive limited and numbered run of just 158 pieces worldwide. Alpina will premiere the watch at the Gallery of Legends VIP Area on Saturday, March 20. There, watch enthusiasts & Sebring race fans alike will have the privilege of discovering the limited edition at its launch.

Meet you at the starting line!

For more information, please do not hesitate to contact us:

Yasmina Pedrini: pedrini@alpina-watches.com