

WATCH

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heritage Founded in 1860, the former supplier to the Royal Italian Navy is now a modern maker with eight of its own movements.

style Offering more than just dual time, the Panerai Luminor 1950 3 Days GMT Automatic features date, stop seconds and power reserve indication.



technology The new caliber P.9001 is a proprietary automatic movement with 227 components, 4Hz frequency, bidirectional rotor and three-day power reserve.



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GRAHAM
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VACHERON CONSTANTIN
WYLER GENEVE
XEMEX
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WATCH JOURNAL REVIEW

EBEL IS JUMPING | CHECKING UP ON EBEL'S PARTNERSHIP WITH OLYMPIQUE LYONNAISE
TEXT BY: KEITH W. STRANDBERG

Thousands of people jumping into the air, chanting “*Qui ne saute pas n’est pas Lyonnaise!*” (in English, “Whoever isn’t jumping isn’t from Lyon!”) in unison is quite something. I was at the European football match between **Olympique Lyonnaise (OL)** and **Nantes** to see how the partnership between Ebel and OL was realized and to get a feeling of the atmosphere. I was quite surprised at how passionate the fans were, jumping included, and I understood the logic behind Ebel’s partnership.



OL, founded in 1899 and identified by the colors red and blue, is one of the best French teams in the prestigious Ligue 1. Consistently battling for the league championship, the team has won the French championship for the past six years.

The game between OL and Nantes was important for both squads: OL had to win to stay in the running for the Champions League next year, while Nantes needed to win to stay in Ligue 1. **Ebel is the official timekeeper for OL, identified on the scoreboards in the stadium as well as on signage around the field.** Ebel is also featured on a count-down clock that shows the time

remaining before each half, before halftime and before the end of the game. This great exposure for Ebel contributes to the appeal of OL. Although there are certainly fans from all walks of life, I saw plenty of well-dressed people in the stands, people for whom a great watch is part of their daily attire.

The watch Ebel introduced for OL, the **Tekton 1911 Olympique Lyonnaise limited edition**, is a subtly decorated watch. Identified as associated with OL only by the understated red and blue layers in the case and the engraving on the rotor, the watch is powered by a proprietary automatic chronograph movement



● chronograph pushbuttons

The Ebel Tekton 1911 Olympique Lyonnaise limited edition chronograph with 45-minute counter

● 45-minute counter



configured to measure the 45-minute halves of a soccer match, including injury time.

Projects such as Ebel’s definitely make sense for both the brand and the clubs with whom they partner. After **OL won 3-0**, using superior speed and precision passing to conquer a Nantes team that perhaps deserves to move down one league, I walked out of the stadium an Olympique Lyonnaise fan. And, yes, I was jumping.

For more information, visit ebel.com or telephone 800.920.3153.



From left: OL players in a celebratory moment; Ebel co-president Marc Michel-Amadry and Jean-Michel Aulas of Olympique Lyonnaise; Michel-Amadry with the writer on game day