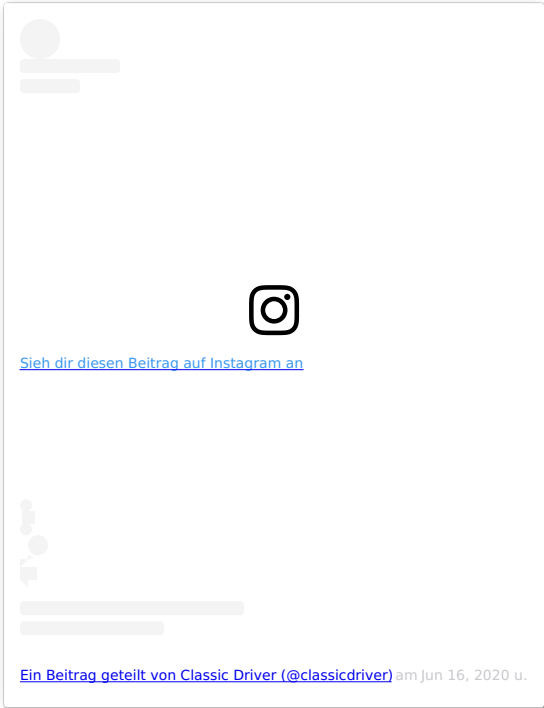


CLASSIC DRIVER

Now on Classic Driver: A. Lange & Söhne CEO Wilhelm Schmid

Lead
Our next guest on Classic Driver Live is Wilhelm Schmid, the car-loving CEO of the German luxury watchmaker A. Lange & Söhne...



The son of a car dealer who also ran a small petrol station, Wilhelm Schmid first climbed behind the wheel far sooner than he was strictly permitted to do so. And he went on to forge a successful career in cars, securing a high-level role at BMW before being lured to the watch world by A. Lange & Söhne, the history-steeped watchmaker from Glashütte responsible for crafting some of the world’s most exquisite timepieces. Despite the change, Schmid remains fiercely passionate about old cars, particularly those built in England in the 1950s and ‘60s – his pride and joy is his AC Ace, in which he makes the 35-minute commute through the mountains every day. And this passion is reflected in Lange’s affiliation with premier automotive events such as Concours of Elegance at Hampton Court Palace, Journées d’Automne and the jewel in the calendar’s crown, Concorso d’Eleganza Villa d’Este. After all, there are countless parallels to be drawn between classic cars and mechanical watches, which we’re sure Schmid will touch on when he joins our host JP Rathgen for the next instalment of Classic Driver Live. You can catch the conversation live on [our Instagram channel](#) from 1900 CET/1800 BST on 16 June, or afterwards either on [our IGTV channel](#) or right here on this page.

Gallery

Source URL: <https://www.classicdriver.com/en/article/classic-life/now-classic-driver-a-lange-sohne-ceo-wilhelm-schmid>
© Classic Driver. All rights reserved.