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Aston Martin and Girard-Perregaux reveal watch partnership

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Aston Martin has announced Girard-Perregaux as its new official watch partner. The first limited edition timepiece will be revealed later this year.

2021 should be an exciting year for Aston Martin. For the first time in over 60 years, the British brand will be racing in Formula 1 with its own works team. At the start of the 2021 F1 season in Bahrain, the Aston Martin Cognizant Formula One™ team will also see another new logo - the emblem of the traditional Swiss watch brand Girard-Perregaux, which Aston Martin has now chosen as the official timekeeper. Both brands are linked by their long histories - Girard-Perregaux was founded in 1791 and Aston Martin in 1913 - as well as a demand for the highest possible quality of their products. With these two great brands joining forces, we look forward to the first collaboration which will appear in a limited edition, during 2021.

Tobias Moers, Chief Executive of Aston Martin Lagonda remarks: “The real beauty of partnerships such as this one is that, although we share very similar core values, the two brands can learn a great deal from one another. Girard-Perregaux is a prolific innovator in the use of materials and new technology. We both create highly desirable luxury products that are beautifully designed, deliver a powerful performance and exhibit flawless execution.” Patrick Pruniaux, Girard-Perregaux’s Chief Executive Officer, adds: “2021 is an important year for both Girard-Perregaux and Aston Martin. We are celebrating an astonishing 230 years of watchmaking, whilst Aston Martin celebrates its return to Formula 1 as a works team for the first time in over 60 years. We have much to celebrate so uniting our worlds to create something special is the perfect way to acknowledge and appreciate these milestones.

<https://www.classicdriver.com/en/article/watches/aston-martin-and-girard-perregaux-reveal-watch-partnership>

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