

# CHARTING NEW TERRITORIES

*In the highly competitive world of watchmaking, Corum's winning attitude, precision craftsmanship, passion, and futuristic vision remain at the heart of its victories, discoveries, and constant reinvention.*

The adventure of Corum watches began with Rene Bannwart, who was called upon by his uncle, Gaston Ries, to assume joint management of a watchmaking workshop he had been running since 1924 in La Chaux-de-Fonds. From the time of its creation in 1955 in La Chaux-de-Fonds, Corum displayed a determination to position itself in the forefront of the Swiss watch industry.

The emblem, a key pointing skyward, is a symbol of the mystery to be fathomed, the enigma to be resolved, of new territories to be explored, and of innovation. It also alludes to the inventiveness, tenacity, and bold spirit required to attain the total mastery of time.

In 1956, the first Corum watches appeared on the market and the brand launched a veritable cascade of new ideas with great success. It began to be recognized even by its peers as one of the most creative in the industry.

In January 2000, the arrival of a new owner and president, Severin Wunderman, an internationally renowned icon of the watchmaking industry, gave Corum a whole new boost. Displaying his characteristic creativity and ingenuity, he revitalized the company, ably backed by his son, Michael, who was appointed president in 2005. That same year, and at Wunderman's request, Antonio Calce joined Corum as vice president. Severin, Michael, and Antonio jointly established a strategy to conquer new horizons, while remaining faithful to the pioneering and independent spirit on which the brand has built its success.

In 2007, Michael Wunderman returned home to California as the newly appointed brand director for the United States, where he began running the business from the headquarters of the U.S. subsidiary in Los Angeles, while Antonio Calce was promoted to serve as chief executive officer. This experienced strategist was entrusted with the mission of pursuing the work begun by Severin Wunderman, who unexpectedly passed away at the age of 69 in 2008.

Today, Severin Wunderman's vision continues. Positioned as an exclusive brand, Corum offers high-quality watch collections featuring an innovative and distinctive design, and equipped with sophisticated mechanical movements. Its 150 current references, spread between four key pillars – Admiral's Cup, Romvlvs, Corum Bridge and Artisans – enjoy a legitimacy rooted in the brand's history. The full set of collections comprises models at prices ranging from \$4,800 to \$1 million, giving pride of place to precious metals and horological complications.

Over the past few years, Corum has undergone a complete transformation that has enabled it to achieve a perfect match between the product and the demands for quality and creativity that are the very foundations of its credibility. Its upscale move is a logical result of the brand's efforts to recapture its historical standing while significantly reinforcing its horological substance. Corum's substantial investments have led to the integration of watchmaking professions, the development of production tools, the enhancement of human resources and the promotion of staff training. The result is a brand once again entirely in tune with its genetic heritage.

The year 2009 reveals Corum's inexhaustible creativity. An exclusive new movement and four new models are reinforcing the brand's product pillars. Enriching or complementing the Admirals' Cup and Golden Bridge collections, which together with the Romvlvs and Artisans lines represent the four pillars of the house of Corum, the four new models bear eloquent testimony to the in-depth work conducted by the movement construction of engineers, designers, and master-watchmakers. And, in keeping with a reputation built on the exclusive nature of its creations, its models are presented in limited editions or small production runs.

Embodying the sporting face of Corum since 1960, the Admiral's Cup line has consistently appealed to watchmakers by the emblematic shape of its twelve-sided case and its flange adorned with nautical pennants. Named after a prestigious



Admiral Cup GMT 44



\$20 Dollar Coin



Ti-Bridge

international regatta, the collection is regularly enriched with classically elegant and technically sophisticated models.

With the Admiral's Cup GMT 44, CORUM presents a chic, urban variation of its legendary collection. Skillfully marrying sporting spirit and aesthetic elegance, this model signals the start of a new line that will be complemented by subsequent variations and is distinguished by softer angles, a thinner case and redesigned lines of force. To keep in step with the times, the Admiral's Cup GMT 44 displays a second time zone, much in favor among globetrotters and active individuals constantly juggling different time zones.

Mysterious, fascinating and currently very much in vogue, black is definitely one of Corum's favorite colors. With the Admiral's Cup Black Challenge 44, the brand introduces a new interpretation that endows this model – in black or white dial versions – with a powerful, virile personality.

The Corum Bridge collection is named after an exceptional movement presented by the watchmaker in 1980, the Golden Bridge. The finesse and elegance of this spectacular elongated "baguette" movement made a strong impact on connoisseurs.

With the Golden Bridge Lady, Corum introduces a splendid and original interpretation of its legendary model. For the very first time, the famous mechanical hand-wound "baguette" movement is positioned horizontally in the case, delicately engraved to provide a stunning panoramic vision of the gear trains in motion. Its main-plate and bridges are crafted in 18K gold and topped by two black open-worked hour and minute hands.

Also renowned for its mastery of the watchmaking art, Corum is writing a major new chapter in its history by presenting its second

in-house movement. Designed, developed, and assembled within its workshops, the Ti-Bridge, Calibre CO 007 is distinguished by a classically elegant design, a contemporary spirit, a baguette shape, titanium components, and a system securing it by triangular casing clamps to the heart of the case.

The CO 007 movement is clearly inspired by the legendary Golden Bridge caliber, while giving a whole new twist to the original concept. Whereas the shape is immediately recognizable, the dimensions, the components, and the technical characteristics are all completely different and testify to the resolutely contemporary spirit of this model.

As the first watch to house the new caliber, the Ti-Bridge heralds the advent of a new line of Corum collections. Understated elegance and modern design meet and merge to create a perfect balance between design and technology. This new contemporary watchmaking icon will be available in a production run of only 750 in 2009.

"To own a Corum is to possess the cumulative knowledge of the illustrious history of Swiss watchmaking," concludes Wunderman. "Each creation is developed to withstand the test of time and represents a statement that only a select few individuals have the courage to make. Our clients are powerful

individuals who are rich in substance and filled with a passion that demands the highest quality in design and construction. In the end, it is the product that ultimately distinguishes Corum from the competition." ✪

Corum watches are available at Tourneau in the Bal Harbor Shops. Find out more about Corum by calling 949.788.6200, or [www.corum.ch](http://www.corum.ch).



Romvlvs Chronograph



Ad Cup Black Challenge 44