

Press Release

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A. Lange & Söhne x Concorso d'Eleganza

From 24 to 26 May 2019, A. Lange & Söhne will once again sponsor the Concorso d'Eleganza Villa d'Este, which has taken place at the Grand Hotel Villa d'Este in Como, Italy since 1929. For the eighth time, a one-off LANGE 1 TIME ZONE will be awarded to the winner of the "Best of Show" competition.



Car enthusiasts with an eye for the future: A. Lange & Söhne CEO Wilhelm Schmid and collector Duccio Lopresto.

In its 90th year, "The Symphony of Engines" is the anniversary's motto of the Concorso d'Eleganza, the most exclusive beauty pageant for historic automobiles. When the 6, 8 and 12-cylinder engines will be creating the powerful sound in the park of Villa d'Este, the gentle ticking of the customized LANGE 1 TIME ZONE "Como Edition" will pay tribute to the incredible beauty of the location and the exclusivity of the event. Since 2012, the "Como Edition" is the horological equivalent to the competition's "Best of Show" car, handed over by A. Lange & Söhne CEO Wilhelm Schmid to the winner.

There is an undeniable synergy between vintage cars and watches: the pursuit for engineering supremacy, craftsmanship, and the relentless design process to catch perfection behind the artistic product. However, there is one similarity between A. Lange & Söhne and the Concorso d'Eleganza: Both are small institutions in their respective branches, nevertheless, they do not accept anything but the best to create something long-term with substance. This forms the reasonable basis of the partnership between the two.

On the sidelines of the summit of the world's most beautiful cars, Wilhelm Schmid and automobile collector Duccio Lopresto joined in conversation to exchange their views on famous designers, racing legends, and prominent collectors. The star of the meeting was the Lopresto family's sensational 1957 Alfa Romeo Giulietta Sprint Speciale Prototipo, which won the main prize in 2017.

In the conversation, Duccio Lopresto declared that as a collector it is his vision to break the barriers between art and cars and to bring these special machines back on the road so that everybody can appreciate them.

Wilhelm Schmid supported his view: "The Concorso d'Eleganza is all about the idea of collecting, preserving and making sure these works of art survive the test of time. That is why we are committed to the world of classic cars. It reflects our passion for sophisticated mechanics and thrilling design, which is deeply rooted in the corporate culture of A. Lange & Söhne."



While the owners work for months on the preservation of their masterpieces to finally show their efforts off to the public the watchmakers and engravers at the Saxon manufactory craft the unique LANGE 1 TIME ZONE "Como Edition" that Lange CEO Wilhelm Schmid will hand over to the "Best of Show" winner at the award ceremony on 26 May 2019. In homage to the venue, Como represents Central European Time on the rotating city ring of the LANGE 1 TIME ZONE. The hand-engraved hinged cuvette of this white-gold special edition depicts the Concorso's coat of arms.



When Wilhelm Schmid met Duccio Lopresto on the glistening shores of Lake Como, Lopresto was wearing the unique 2017 "Best of Show" LANGE 1 TIME ZONE "Como Edition" to complement his sharply tailored attire and the sensuous Alfa Romeo Giulietta Sprint Speciale Prototipo. Wilhelm Schmid: "This car is a one off, just like this timepiece that the watchmakers and engravers at A. Lange & Söhne have crafted for the 'Best of Show' winner."



The 1957 Alfa Romeo Giulietta Sprint Speciale Prototipo owned by the Lopresto family was named “Best of Show” at the 2017 Concorso d’Eleganza. The beautiful coupe was designed by Franco Scaglione. He worked for Bertone in the 1950s and created some of the most elegant bodies ever made.

Quick facts LANGE 1 TIME ZONE “Como Edition”

Movement: Lange manufacture calibre L031.1, manually wound, 72-hour power reserve

Case: diametre 41.9 millimetres, height 11 millimetres, white gold, hand-engraved hinged cuvette

Functions: hours, minutes, small seconds; second time zone, day/night indications for both time zones, outsize date for home time, power reserve indicator

Limitation: The “Como Edition” awarded to the “Best of Show” winner of the Concorso d’Eleganza Villa d’Este is unique; the regular edition (without hinged cuvette) is available in white gold, pink gold and platinum.

About A. Lange & Söhne

Dresden watchmaker Ferdinand Adolph Lange laid the cornerstone of Saxony’s precision watchmaking industry when he established his manufactory in 1845. His precious pocket watches remain highly coveted among collectors all over the world. The company was expropriated after World War II, and the name A. Lange & Söhne nearly vanished. In 1990, Ferdinand Adolph Lange’s great-grandson Walter Lange had the courage to relaunch the brand. Today, Lange crafts only a few thousand wristwatches in gold or platinum per year. They are endowed exclusively with proprietary movements that are lavishly decorated and assembled by hand. With 63 manufacture calibres developed since 1994, A. Lange & Söhne has secured a top-tier position among the world’s finest watch brands. Brand icons such as the LANGE 1 with the first outsize date in a regularly produced wristwatch and the ZEITWERK with its precisely jumping numerals display, rank among the company’s greatest successes. Sophisticated complications such as the ZEITWERK MINUTE REPEATER, the DATOGRAPH PERPETUAL TOURBILLON or the TRIPLE SPLIT reflect the manufactory’s determination to achieve ever-new pinnacles in horological artistry.

Contact information for the media

Arnd Einhorn, Director Press and PR | Tel.: +49 35053 44 5505 | E-mail: presse@lange-soehne.com

Online information

alange-soehne.com | [facebook.com/langesoehne](https://www.facebook.com/langesoehne) | [youtube.com/user/alangesoehne](https://www.youtube.com/user/alangesoehne)
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