



TUDOR TAKES TO THE SKIES WITH THE FLYING BULLS!

There's nothing more daring than piloting an 80-year-old aerobatic aircraft at the edge of the flight envelope, or flying a helicopter upside down, but that's just a normal day in the cockpit for The Flying Bulls, and that's exactly why TUDOR is now an official partner!

With 12 pilots operating a fleet of 45 aircraft—including rare, historic aeroplanes and aerobatic helicopters—The Flying Bulls are one of the most dominant forces in general aviation today. They travel the globe showcasing the extreme capabilities of their aircraft at the hands of incredibly capable pilots, dazzling audiences with manoeuvres and stunts that seemingly defy the laws of physics. On their wrists are TUDOR watches, keeping them on time at every show across the world's time zones.

TUDOR is no stranger to operating at the very limit. It's part of the brand's daring spirit; it's what it means to be "Born to Dare". And now, TUDOR has found a home in the cockpit of an equally daring companion—The Flying Bulls.

ABOUT THE FLYING BULLS

The history of The Flying Bulls began in the late 1980s. During this time Sigi Angerer, a Tyrolean Airways pilot, flew modern jets, though his true love was historic planes. On his search for an affordable war bird, he found a North American T-28B and took it back to Innsbruck, Austria, for restoration. He soon added a Grumman G44 Widgeon and the legendary Chance Vought F4U-4 Corsair to his collection, when he met Red Bull founder Dietrich Mateschitz.

The Corsair brought Angerer and Mateschitz together, and the latter saw an ideal corporate symbol for the "Red Bull gives you wings" advertising slogan in the extraordinary aircraft. And thus, the idea of The Flying Bulls was born. As the energy drink began to conquer the world, so did the fleet. With space running out at Innsbruck airport, a plan was hatched in the late 1990s to build a new hangar next to Salzburg airport.

It was also time to give the loose network of pilots and technicians a more permanent residence, and so "The Flying Bulls" company was created in 1999. Since then, the combination of technical excellence and stunning looks has made stars out of The Flying Bulls.

TUDOR IS "BORN TO DARE"

In 2017, TUDOR launched a new campaign with the "Born To Dare" signature. It reflects both the history of the brand and what it stands for today. It tells the adventures of individuals who have achieved the extraordinary on land, on ice, in the air and underwater, with a TUDOR watch on their wrists. It also refers to the vision of Hans Wilsdorf, the founder of TUDOR, who manufactured TUDOR watches to withstand the most extreme conditions, watches made for the most daring lifestyles. It is testimony to TUDOR's singular approach to watchmaking, which has made it what it is today. At the cutting edge of the watchmaking industry, its innovations are now essential benchmarks. The TUDOR "Born To Dare" spirit is supported throughout the world by first class ambassadors, whose achievements result directly from a daring approach to life.

ABOUT TUDOR

TUDOR is an award-winning Swiss-made watch brand, offering watches with refined aesthetics, proven reliability and unique value for money. The origins of TUDOR date back to 1926, when "The Tudor" was first registered as a brand on behalf of the founder of Rolex, Hans Wilsdorf. He created the Montres TUDOR SA Company in 1946 to offer watches with the quality and dependability of a Rolex, at a more affordable price point. Because of their robustness and affordability, throughout their history TUDOR watches have been chosen by the boldest adventurers on land, underwater and on ice. Today, the TUDOR collection includes emblematic models such as Black Bay, Pelagos, 1926 and TUDOR Royal. Since 2015, TUDOR has also offered mechanical Manufacture Calibres with multiple functions and superior performance.