



**#BORN
TODARE**


TUDOR


ALL BLACKS®

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TUDOR, THE ALL BLACKS AND BEAUDEN BARRETT ARE #BORNTODARE

Since 2017, New Zealand's national rugby team, the legendary All Blacks, together with their explosive playmaker Beauden Barrett, have been ambassadors for TUDOR and its #BornToDare signature. Rugby is a powerful, uncompromising sport with noble values, a sport for the bold, a true reflection of the spirit that has driven this watchmaking brand since its inception.

TUDOR IS #BORNTODARE

TUDOR's #BornToDare signature reflects both the history of the brand and what it stands for today. It tells the adventures of daring individuals who have achieved the extraordinary on land, ice, in the air and underwater, with a TUDOR watch on their wrists. It also refers to the revolutionary vision of Hans Wilsdorf, the founder of TUDOR, who manufactured affordable watches able to withstand the most extreme conditions. Finally, it is a testament to TUDOR's uncompromising approach that has helped to make it what it is today: at the cutting edge of the watchmaking industry, its innovations now essential benchmarks. The #BornToDare spirit is supported globally by first-class ambassadors, whose life achievements directly result from a fearless approach to life. Led by Beauden Barrett, the All Blacks have joined the ranks of the extraordinary personalities bringing the TUDOR message to new audiences.

“ We're devoted to the classic. But reject the *status quo*. We keep the best of the past. The best watchmaking practices, the best designs. And push the boundaries of what's new. Born for a purpose. Field-tested to the extreme. For those who are up for anything. Those who face their fears. Those who reinvent themselves every day. A TUDOR is **#BornToDare** ”



UNCOMPROMISING SINCE 1884

Since 1884, New Zealand's national rugby team, the All Blacks, has enjoyed a win-rate of over 75%, making it one of the most successful teams of all time in any sport. Despite being a relatively small country of 4.5 million residents, New Zealand has an enormous pool of talent with rugby coursing through the veins of 150,000 players, and many more supporters country-wide. With world-class training practices from the earliest age, a daring vision of the sport and enduring values of humility and team spirit, the All Black team towers above the individual star.

International rugby matches can be extremely gruelling, physically intensive events. That's why it is called a Test match, because it tests you in every way: it tests your physicality, skill level, endurance and mental ability to perform under pressure. The All Blacks show they are ready and up for anything when they perform the Haka, the world-famous, awe-inspiring Māori challenge before every test match. The Haka is their signature, their way of stating their origins, what they represent and what they are prepared to do.

As a group, they push the game to new heights, and to each new generation of players is passed the guardianship of the legend. The All Blacks are named after the colour of their team kit, with the All Blacks jersey one of the most famous pieces of sports apparel in the world. Embellished



with a silver fern across the chest, it is the pride of New Zealand and symbol of the All Blacks' cultural heritage, for whom it "will never change". The players also believe that the jersey, the true embodiment of the team, does not belong to them: they are simply its temporary guardians with the duty to pass it on to the next generation "in a better position than you found it".

BEAUDEN BARRETT THE BOLD

All Blacks playmaker Beauden Barrett was named best rugby player in the world in 2016 and 2017. Raised in a family of rugby players, he started his professional career in 2010 at just 19 years old. Only two years into his professional career, he was selected as a substitute for the All Blacks. He became their starting number 10 four years later. In 2015 he was a key player in helping the All Blacks win Rugby World Cup. This year marks another turning point for Beauden Barrett as he prepares to play in his second World Cup, which begins in Tokyo, Japan, in September. Beauden Barrett's personal style is daring and decisive. With sheer speed, he launches himself into the smallest cracks in the opposition defensive line, surprising his adversaries and finding new openings. His relatively lean athletic stature is no hindrance to his bravery in the physical aspects of rugby at the highest level. His tactical nous belies his age. And yet he exemplifies humility, the very essence of the All Blacks.



ANOTHER RUGBY WORLD CUP FOR TUDOR'S AMBASSADORS ?

For the very first time, the 9th edition of Rugby World Cup – the world's third largest sporting event, held every four years – will take place in Asia. The sport, already well established in Japan, has seen rapid growth since the unexpected success of its national team at the last Rugby World Cup in 2015. This September, 20 teams will compete for the title of Rugby World Cup 2019 Champion, with TUDOR as official timekeeper. The competing teams include the famous All Blacks, proudly representing New Zealand as three-time World Champions (1987, 2011, 2015), and looking to lift the Webb Ellis Cup again. Their collective strength and bold free-flowing style make them contenders again this year, but at Rugby World Cup 2019, anything could happen: every week is different, and the gap between nations narrows a little more each year.



BLACK BAY FOR THE ALL BLACKS

The All Blacks and Beauden Barrett wear several different TUDOR models, whose robustness reflects their own. The Black Bay Dark, a sporty, vintage-inspired “all-black” steel model, whose colour comes from its black PVD finish, and the Black Bay Steel, renowned for the iconic red triangle on its rotating bezel, can both frequently be seen on their wrists. Tested to the extreme, just like the All Blacks, these models represent TUDOR's uncompromising watchmaking philosophy and expertise.





ABOUT **TUDOR**

TUDOR is a Swiss-made watch brand, offering mechanical watches with sophisticated style, superior quality and unique value for money. The origins of the TUDOR brand date back to 1926, when “The TUDOR” was first registered 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 accessible price point. Over the course of history, TUDOR watches became the choice of daring individuals worldwide on land, ice, in the air and underwater. Today, the TUDOR collection includes flagship lines such as Black Bay, Pelagos, Glamour and 1926. Since 2015, TUDOR has offered exclusive mechanical *Manufacture* Calibres with varied functions.



THE TUDOR BORN TO DARE MANIFESTO

EXTENDED VERSION

1. PRODUCT PHILOSOPHY

“We are devoted to the classic. But reject the *status quo*.”

Born from the will to go beyond the standards, TUDOR’s watchmaking philosophy draws its inspiration from its heritage, while incorporating state-of-the-art technology, exclusive innovations and pioneering creativity. Created by the founder of Rolex, Hans Wilsdorf, the TUDOR Watch Company was born with a mission to explore new territories, offering “a watch that (his) agents could sell at a more modest price than (his) Rolex watches, and yet could attain (its) standards of dependability”.

The TUDOR of today has not drifted away from the original vision. While strictly adhering to the fundamentals of excellence, the design of a TUDOR watch reinterprets a rich history to create something truly unique – a bold fusion of the original and the contemporary in an unrivalled proposition. — A TUDOR watch is born to dare.

2. PRODUCT FEATURES

“We keep the best of the past, the best watchmaking practices, the best designs. And push the boundaries of what’s new.”

TUDOR’s reinvention of the classics has kept their watches distinctive for more than half a century. Never afraid to redefine the rules, TUDOR’s new watches are strongly connected to the past while incorporating 21st-century technology. They also never shy away from pushing the boundaries of what’s new, experimenting with unusual materials, combinations and inspirations.

Consider when TUDOR decided to revisit their diver’s watch history. They drew inspiration from the past while embracing modernity. The TUDOR Black Bay has direct antecedents in

some of the most iconic TUDOR watches. The 1958 Oyster Prince Submariner reference 7924 contributed its oversized crown and general lines while the ‘Snowflake’ TUDOR Submariner, worn by the French Navy in the 1970s, offered up its unique angular hands. Classic designs, contemporised for a new century.

The Black Bay Bronze incorporates a golden-toned marine-grade aluminium bronze case specifically chosen for its proven durability in marine environments. That this alloy develops a unique patina overtime while paying tribute to TUDOR’s long-standing relationship with the French Navy is a bonus.

But design is nothing without performance. Indeed, the Black Bay incorporates a supremely robust *Manufacture* calibre that took the TUDOR R&D team 5 years to develop. Boasting a generous 70-hour power reserve, exceptional ergonomics and independently-certified precision, it sets higher standards. TUDOR standards. — A TUDOR watch is born to raise standards.

3. WORLD OF THE WATCH

“Born for a purpose. Field-tested to the extreme.”

A TUDOR watch is built for those who dare to step out of their comfort zone.

It is designed to perform in all and every condition. From a refined evening out to the most extreme environments imaginable.

Over the years, TUDOR watches have been put at test on a daily basis strapped on the wrist of the most daring individuals, on land racing through rough Alpine roads, on ice accompanying the British North Greenland Expedition, in the air issued to the para rescue teams of the US Air Force and

underwater with the frogmen of the French Navy. They never deceived them, constantly delivering robust and reliable time-keeping.

Today, from pure purpose-built tool watches to timeless elegant dress watches, the TUDOR collection perpetuates that spirit of supreme dependability, having every single watch undergo a strict and demanding testing protocol guaranteeing precision, waterproofness and robustness, beyond industry standards. — A TUDOR watch is born to go above and beyond.

4. THE TUDOR WEARER

“For those who are up for anything. For those who face their fears. For those who reinvent themselves every day... a TUDOR is born to dare.”

The wearers of a TUDOR today are not so very different to those of the past. They are people with unconventional attitudes. People with ambition. People who are willing to pursue their passions – no matter where they take them. Like TUDOR, they believe in learning from and building on past experiences to inform how they think and behave today.

TUDOR wearers seek to find experiences that expand their world view. They appreciate exceptional craftsmanship and sense. They are as interested in how something is made as they are in what it is intended to do. They insist on owning the best tools for the job and pride themselves on being in the know.

Those who wear a TUDOR share a thirst for discovery. A spirit of adventure. And the will to go further. They are curious. They are fearless. — They are born to dare.



ANNEX