



PRESS RELEASE

THE DARING SPIRIT OF MORGAN BOURC'HIS

Three-time freediving World Champion Morgan Bourc'his has been teaming up with TUDOR for over a decade on interesting projects, bringing the *Born To Dare* ethos to life in oceans around the globe.

TUDOR first collaborated with Morgan Bourc'his in 2014 during the production of an advertisement for the now-iconic Pelagos diving watch. The ad featured a diver walking gracefully on the ocean floor, completely submerged, as if he were on land. That diver was Morgan Bourc'his. He discovers sunken Greek ruins, with the inscription *Pelagos*, meaning “ocean” in Greek, carved into one of the derelict columns. Bourc'his had a TUDOR Pelagos on his wrist during production of the spot, and he's been wearing one since. Shortly after production wrapped, he signed on as a TUDOR ambassador thanks to his bold and daring approach to mastering his craft of freediving.

Bourc'his started his freediving journey late in life, getting into the discipline during his studies at the University of Poitiers before relocating to Marseille, where he applied his understanding of cardiovascular physiology to the nascent sport. In 2005, he joined the French AIDA team, a global freediving federation, and in 2007, set the French record for constant weight freediving. In 2008, he clinched the gold medal at the Freediving World Championship and doubled down five years later with a second World Champion title in 2013. Most recently, in 2019, Morgan earned his third World Champion title in what some consider the purest freediving speciality, the constant weight without fins (CNF) category, diving to -91m in Villefranche-sur-Mer, France.

TUDOR AND MORGAN BOURC'HIS

Since joining the TUDOR family, Bourc'his has worked on a number of projects with the brand, starting with the first TUDOR Pelagos spot. This project began a longstanding tradition of featuring Bourc'his challenging himself to dive to the deepest depths humanly possible without fins with a TUDOR watch strapped to his wrist. Starting with the short film *Take a Breath* in 2016, Bourc'his has developed a large body of work with TUDOR. After diving in the dark waters of a frozen Alpine lake in *TUDOR Pelagos: Ice Diving* (2018), Bourc'his showed fellow TUDOR Ambassador David Beckham how to maximize his breath hold in the TUDOR production *Dare to Dive* (2019). In 2020, Bourc'his offered a rare glimpse into his inner thoughts during the special segment *Road to the Depths*, which chronicled his journey—both physically and mentally—to the 2019 Freediving World Championship. In 2020, Bourc'his embarked on a daring mission to find orcas in the frozen fjords of Norway in the feature-length documentary *The Quest For Nature*. The film was released to much fanfare and can be seen on multiple streaming services. Bourc'his continues to work with TUDOR on multimedia projects not only pushing the boundaries of freediving, but of storytelling. Currently, Bourc'his leads trips and expeditions that aim to teach hopeful freedivers the secrets to going deeper in addition to teaching classes at The CREPS Institution. You can also find Bourc'his leading *Born To Dare* experiences with TUDOR around the world.

TUDOR IS BORN TO DARE

The TUDOR signature is *Born To Dare*. 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 or 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. Finally, it is testimony to TUDOR's pioneering approach to watchmaking, which has helped to make it what it is today. At the cutting edge of the watchmaking industry, the brand's innovations are now essential benchmarks. The TUDOR *Born To Dare* spirit is supported globally by high-profile ambassadors – including David Beckham, Jay Chou and the All Blacks - whose achievements directly result from a daring approach to life.



TUDOR

ABOUT TUDOR

TUDOR is an award-winning Swiss-made watch brand, offering mechanical watches with refined aesthetics, proven reliability 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. As a result, over the course of history, TUDOR watches have become the choice of daring individuals. 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.