THERE ARE NO SMALL CHALLENGES FOR BIG WAVE SURFER NIC VON RUPP

**In 2023, Nic von Rupp rode some of the biggest waves in the history of surfing at Nazaré Beach in his native Portugal. And that’s only his most recent accomplishment. He’s dared to push the boundaries of big wave surfing for years.**

Born in 1990 to a German-American father and Swiss mother, and raised in Sintra, Portugal, Nic von Rupp’s international background gave him an early curiosity for travel and adventure. At just 9 years old, Nic began surfing, and his hunger to triumph led him to a successful career as a junior, winning national and international titles. When he turned professional, Nic began traveling globally on the World Qualifying Series where he truly excelled, leading him to being named “European Surfer of the Year” in 2013.

As his experience and talent grew, so too did Nic’s desire to seek out ever more daring surfing experiences. He began to chase massive swells around the globe at a moment’s notice, often riding the best big wave of any particular day. His confidence in the water made him hungry for the ultimate challenge that the sport could offer: entering the dangerous realms of competitive big wave surfing.

**TUDOR AND NIC VON RUPP**

Von Rupp has been a part of the TUDOR family since 2022, when he joined forces with the Swiss watchmaker just ahead of the TUDOR Nazaré Tow Surfing Challenge. He quickly cemented the partnership by clinching Best Team Performance at the competition, winning a TUDOR Pelagos for his exploits that day. He has never taken it off since and a number of accolades have followed, like earning 10 points, the highest score possible, at The Perfect Chapter, an invite-only contest bringing together some of the best barrel surfers in the world, and winning the entire competition, not to mention numerous wins throughout his career at the XXL Big Wave Awards. In 2023, TUDOR teamed up with von Rupp to produce a segment that explores what drives him in his relentless pursuit of the extraordinary. His outlook is perfectly encapsulated in his own words: “In this game, there is no triumph without challenge. You must risk it all and work hard with every sunrise.” It’s exactly this unwavering commitment to the sport that’s earned von Rupp his daring reputation and landed him as the subject of the second season of HBO’s documentary series *100 Foot Wave*, where he takes us inside the world of conquering Nazaré’s massive waves. And when von Rupp isn’t riding the big waves, he’s honing his craft on smaller ones. He travelled to Alaïa Bay, a surf park in the heart of the Swiss Alps to teach hopefuls how to properly ride a wave during Watches and Wonders 2023, the world’s largest watch show, with his trusty signature TUDOR Pelagos strapped to his wrist, of course.

**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 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. 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 and partnerships - including David Beckham, Jay Chou, the All Blacks, the TUDOR Pro Cycling Team, the Alinghi Red Bull Racing team and of course Nic von Rupp - whose achievements directly result from a daring, read unique, approach to life.

**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.