

Audemars Piguet honoured at the 2009 Geneva Watchmaking Grand Prix



Geneva, November 14th 2009 – This year is another fine vintage for Audemars Piguet, which was once again a winner at the Geneva Watchmaking Grand Prix. The Manufacture in Le Brassus received two distinctions for its Jules Audemars with Audemars Piguet escapement model: the Men's Watch award and the Asian Edition Public Prize. A fine gift for Philippe Merk, who in just a few days will be celebrating his first year at the helm of the company.

The 9th edition of the Geneva Watchmaking Grand Prix, held in the city's Grand Théâtre, was attended by many avid fine watchmaking enthusiasts. The ceremony began with a piece of classical music, before raising the veil on the year's most beautiful horological creations. The appreciative audience was thus able to admire a stunning array of daring and exclusive timepieces.

The Jules Audemars watch with Audemars Piguet escapement, generally referred to as CHRONOAP, caught the eye of the eminent jury members of this 9th Geneva Watchmaking Grand Prix. The Audemars Piguet escapement presented in 2006 runs lubricant-free and is both extremely efficient and shock-resistant. It even surpasses expectations, in that its technical performances are matched by an exceptional frequency of 43,200 vibrations per hour (6 Hz). By beating twice as fast as usual, the balance ensures enhanced chronometry and improved reliability. This high-precision mechanism is housed within a three-dimensional platinum case designed to highlight the movement decoration and finishing, inspired by the grand watchmaking tradition.

In his acceptance speech, Audemars Piguet CEO Philippe Merk warmly thanked the company's teams in both Le Brassus and Le Locle who made this feat possible. He saluted the work and the talent of the movement designers and master-watchmakers in their constant quest for horological innovation.

The CHRONOAP watch also won the Asian Edition Public Prize awarded during the Asia Watchmaking Grand Prix exhibition held in Singapore this September. This model has also earned other distinctions, including the best "Horological Value" prize presented at the 3rd edition of the Tiempo de Relojes award in Mexico this October; as well as the "Best Complicated Watch" prize at the ceremony organised by VOGUE Spain.



**Grand Prix d'Horlogerie
de Genève**

Prix de la Montre Homme - 2009

Jules Audemars watch with Audemars Piguet escapement

Reference
26153PT.OO.D028CR.01

Movement
Calibre: 2908, hand-wound with Audemars Piguet escapement

Case
950 platinum. Diameter: 46 mm

Dial
White enamel dial, painted black Roman numerals, blued steel hands

Functions
Hours and minutes – Small seconds
Power-reserve indication

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About Audemars Piguet

Founded in 1875 by Jules-Louis Audemars and Edward-Auguste Piguet in the Swiss village of Le Brassus, Audemars Piguet is the oldest Manufacture of Haute Horlogerie still in the hands of its founding families. It currently offers a range of complex mechanical watches, Haute Joaillerie creations, as well as a line of jewelry. Throughout its history, Audemars Piguet has daringly adopted avant-garde technologies and placed them in the service of hand craftsmanship, thereby enabling it to develop an unparalleled number of world firsts in the field of Haute Horlogerie.