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## PRESS RELEASE

### **H. MOSER & CIE. LAUNCHES THE SWISS MAD WATCH: NOT SWISS MADE BUT STILL 100% SWISS – HOLY COW!**

Neuhausen am Rheinfall, January 12<sup>th</sup>, 2017

**The Swiss Mad Watch is unique, symbolic, and irreverent, but most importantly, 100% Swiss and proud of it. With the Swiss Made label for watchmaking revised from January 1<sup>st</sup>, 2017, to require 60% of components in a watch to be of Swiss origin, H. Moser & Cie. has soundly critiqued the shortcomings of this inadequate label and stands up for true independent Swiss watchmakers. For the Schaffhausen-based Manufacture, whose creations are over 95% Swiss, this label is too lenient, providing no guarantee, creating confusion and encouraging abuses of the system. For these reasons, H. Moser & Cie. has decided to remove the Swiss Made label from all new watches created from 2017 onwards.**

Created in Switzerland, by Swiss watchmakers and using Swiss materials: the Swiss Mad Watch has symbolic value, tackling Swiss Made debate head on to reveal the truth behind this label. With this unique watch, H. Moser & Cie. demonstrates the importance and urgency of returning Swiss Made to its former heights. Echoing the absurdity and the ridiculous change to the Swiss Made legislation, H. Moser & Cie.'s satirical comment on the issue highlights an alternative resource, 100% natural and entirely Swiss, one of the most precious Swiss resources that exists: cows. The case of the Swiss Mad Watch is created from real Swiss cheese as a base material, a Vacherin Mont d'Or médaille d'or, added to an innovative composite material, itr<sup>2</sup>, then machined and polished with the H. Moser signature finishes. For the strap, Swiss cowhide was the obvious choice. The watch is finished with a red fumé dial and doubled indices at 12, 3, 6 and 9 o'clock, subtly reminiscent of the Swiss flag. The result? Stunning, irreverent, astonishing...and completely Swiss!

Disruptive? "Definitely," responds Edouard Meylan, CEO of H. Moser & Cie. "Our Swiss Mad Watch sends a clear message to the Swiss watchmaking industry, the authorities and watch enthusiasts: the Swiss Made label is meaningless. Worse than this, it gives credibility to the worst abuses in our industry. Our response to this lax and insufficient label is derision. At H. Moser & Cie., we produce watches that are truly Swiss, watches that are steeped in watchmaking tradition and centuries of experience. The quality of these pieces speaks for itself and dispenses with the need for a label. We are no longer "Swiss Made", but we are Swiss. 100% Swiss, in the case of the Swiss Mad Watch, and over 95% Swiss for all of our other models," concludes Edouard Meylan.

The Swiss Mad Watch will be presented during the Salon International de la Haute Horlogerie (SIHH) from January 16<sup>th</sup> to 20<sup>th</sup>, 2017. This is the perfect opportunity to admire this unique watch, whose price of 1,081,291, in Swiss Francs of course, references the signing of the Swiss Federal Charter on August 1<sup>st</sup>, 1291. All proceeds from the sale of this watch will be used to create a fund to support independent Swiss watchmaking suppliers currently suffering under the difficult economic situation and outsourcing to Asia. These are the very artisans who keep traditional Swiss watchmaking alive and who help it to continually evolve.

Join our campaign – #MakeSwissMadeGreatAgain – to bring back value to the Swiss Made label.



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### **TECHNICAL FEATURES – SWISS MAD WATCH**

Reference 8327-1400, model made with Swiss cheese, red fumé dial, Swiss cowhide leather strap, unique piece

#### Case

Cheese integrated with itr<sup>2</sup>® composite material

Diameter: 42.0 mm, height: 9.4 mm

Sapphire crystal

See-through sapphire crystal case-back

Crown adorned with an “M”

#### Dial

Red fumé with sunburst pattern

White lacquered applique indexes and hour and minute hands in the shape of a swallow's tail

#### Movement

In-house, hand-wound, mechanical HMC 327 calibre

Dimensions: 32.0 mm or 14 ¼ lignes, height: 4.5 mm

Frequency: 18,000 Vib/h

29 jewels

Power reserve: minimum 3 days

Moser teeth for all wheels and pinions

Original Straumann Hairspring® with stabilised Breguet overcoil

#### Functions

Hours and minutes

Power reserve indicator on movement side

#### Strap

Hand-stitched cowhide leather strap

Steel pin buckle, engraved with the Moser logo



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### REFERENCE & PHOTOS

Swiss Mad Watch, Reference 8327-1400, model made with Swiss cheese, red fumé dial, Swiss cowhide leather strap, unique piece



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### H. MOSER & CIE.

H. Moser & Cie. was created by Heinrich Moser in 1828. Based in Neuhausen am Rheinfall, it currently employs 50 people, has eight of its own calibres and produces 1,200 watches per annum. H. Moser & Cie. manufactures parts such as regulating organs and balance-springs, which are used for its own production as well as to supply its partner companies. H. Moser & Cie. is honoured to have a Moser family member with the company as Honorary Chairman and President of the Heinrich and Henri Moser Foundation. The aim of the Moser Foundation, created by one of Heinrich Moser's descendants, is to keep the family history alive and seek out antique pieces for the Moser Museum, located in Charlottenfels Manor, Heinrich Moser's family home. With its substantial watchmaking expertise and highly acclaimed experience in the sector, MELB Holding holds shares in H. Moser & Cie. and Hautlence. MELB Holding is an independent family group, based in the heart of the legendary Vallée de Joux.