
IWC SCHAFFHAUSEN CONGRATULATES TOM BRADY ON HIS SEVENTH TITLE

Schaffhausen, 8th February 2021 – IWC Schaffhausen is proud to congratulate global brand ambassador Tom Brady on his historic win. Brady led his team to an amazing victory, finishing one of his most impressive seasons to date and marking the first time a team has ever won the title at their home stadium.

Demonstrating his passion and dedication which has always characterized his career, Brady made his record-breaking 10th appearance in the championship, becoming the first player in history to win seven rings.

“What a game and what an achievement! Everyone at IWC is so proud of Tom Brady’s phenomenal success this year. On and off the field, his commitment to being the best shines through, and we are thrilled to celebrate this victory with him. Tom continues to raise the bar of what it means to be the greatest of all time, defying expectations and redefining history,” said IWC Schaffhausen CEO Christoph Grainger-Herr.

Brady joined IWC as global brand ambassador in 2019. Last year, he starred in the Swiss brand’s [‘Born of a Dream’](#) film project, which portrayed his inspirational journey to champion quarterback. Depicting his humble beginnings as a young boy with a big dream in his hometown of San Mateo, California, the film follows Brady as he plays college football at the University of Michigan before going pro.

No player in history has even come close to achieving more success than Tom Brady. His inspiring victory in his first year in a new city is yet another demonstration of his unprecedented accomplishments in an unrelenting sport.

IWC SCHAFFHAUSEN

In 1868, the American watchmaker and entrepreneur Florentine Ariosto Jones travelled from Boston to Switzerland and founded the 'International Watch Company' in Schaffhausen. His visionary dream was to combine advanced American manufacturing methods with the craftsmanship of Swiss watchmakers to make the best pocket watches of his time. In doing so, he not only laid the foundation for IWC's unique engineering approach but also established the centralised production of mechanical watches in Switzerland.

Over its 150 year history, IWC Schaffhausen has developed a reputation for creating functional complications, especially chronographs and calendars, which are ingenious, robust, and easy for customers to use. A pioneer in the use of titanium and ceramics, IWC today specialises in highly engineered technical watch cases manufactured from advanced materials, such as titanium-aluminide and Ceratanium®. Preferring the principle of "form follows function" over decoration, the Swiss watch manufacturer's timeless creations embody their owners' dreams and ambitions as they journey through life.

IWC sources materials responsibly and takes action to minimise its impact on the environment, creating intrinsically sustainable timepieces that are built to last for generations. The company prides itself in training its own future watchmakers and engineers, as well as offering an excellent working environment for all employees. IWC also partners with organisations that work globally to support children and young people.

DOWNLOADS

Images can be downloaded at press.iwc.com.

FURTHER INFORMATION

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