



Seamaster aqua
terra "golf"

GRAND SLAM

Omega tees off a wide-ranging sponsorship with the PGA

PHOTOGRAPHS BY ROBERTA NAAS

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MEGA HAS BEEN timing Olympic Games and sponsoring sports for more than a century, and golf has for decades been among its most important. In fact, Omega has among its ambassadors golfers Sergio Garcia, Michelle Wie and Greg Norman. Additionally, the brand has sponsored such important tournaments as the Dubai Desert Classic, the European Masters and others.



Seamaster Aqua Terra "Golf" watch with Co-Axial caliber 8500 created in 41.5mm brushed and polished steel. Reflecting the bright green golf courses of the championships, Omega puts verdant green on the black dial.

NOW OMEGA HAS PARTNERED with the Professional Golfers' Association of America (PGA) for a five-year sponsorship (and official timer) of the PGA Grand Slam.

"It is like the icing on the cake," says Stephen Urquhart, president of Omega worldwide. "Golf has been a part of Omega since the late 1960s and early 1970s when we were involved in an event in Japan and then went on tour with other important tournaments over the next decades. It makes sense that we should be a part of this important tournament and this association. Golf is strong in the U.S. market and we are proud to be part of it."

It is Omega's goal through this sponsorship to talk to the 27,000 PGA members about the brand and its timing attributes. By reaching out to this group, Omega - by extension - reaches out to serious golfers, weekend golfers, and even novice golfers.

"These members are our ambassadors," says Urquhart. "We have the potential here to double or even triple our sales in the U.S. market with this affiliation."

Indeed, at the PGA Grand Slam in Bermuda this past October, Omega had a strong presence - with six red and silver Omega clocks on the course throughout the two-day event. The Grand Slam brought the four winners of the four major tournaments in 2011 together on one course for a final tournament. There, golf fans witnessed the passion of Rory McIlroy, Charl Schwartzel, Darren Clarke and Keegan Bradley, who all teed off at the Port Royal Golf Course under blue skies and with a backdrop of even more breathtaking blue water. The second day of the tournament brought higher winds and tossed the interesting and enjoyable tournament a bit. In the end, Keegan Bradley won, at 4 under for the 36-hole tournament -- a shot ahead of Schwartzel. McIlroy finished third and Darren Clarke came up 9 over for the two-day total.

"Bermuda is a wonderful location to golf, but we would like to see the tournament more publicized and have the event bigger," admits Urquhart. "The Grand Slam is a very meaningful event." Urquhart feels a more central location would offer easier access to the public and media. In fact, solid rumor has it that the Bermuda venue will continue for 2012, but thereafter, the tournament may move.

NEW WATCHES

TO CELEBRATE ITS expanded involvement with golf, Omega has created and released the new 41.5mm brushed and polished steel Seamaster Aqua Terra Golf watch. Reflecting the bright green golf courses of the championships, Omega has created the Seamaster logo in verdant green on the black dial. The watch houses the Co-Axial caliber 8500 that offers extreme precision and longer servicing intervals. The hour hand is adjusted independently of the minutes and seconds hands for easy change when traveling. The \$5,500 retail timepiece is equipped with Omega's patented bracelet, is water resistant to 150 meters and is guaranteed for four years.

"This is just the beginning of our dedication to this individual sport," says Urquhart, underscoring the brand's commitment to global growth and to the US market. In fact, Omega continues to open boutiques on U.S. soil. Since opening its New York City store in 2009, with another 11 boutiques opened in 2010 and 2011, the brand is not content to stop. This year will witness the opening of Omega boutiques in Las Vegas, San Francisco and Florida. Omega is also forging ahead with store-within-a-store concepts with its retail partners.

As to continued sports timing, Omega is busy gearing up for the London Olympic Games. 🏆

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