



**ARMIN STROM BRINGS A RACECAR TO THE WRIST**

BY ROBERTA NAAS

There are watch brands that build timepieces in honor of cars, in honor of races and in honor of drivers, but there aren't many that can claim to build a watch using actual car parts. Armin Strom—uniquely innovative—does exactly that. This incredibly forward-thinking, five-year-young manufacture brings racing to the wrist in superlative style.

Armin Racing Chronograph

**ENGINE**

**INGENUITY**

“NOT MANY PEOPLE CAN HAVE A PIECE OF A FORMULA 1 CAR ON THEIR WRIST... AND THAT’S WHAT SETS US APART.”

—SERGE MICHEL

Armin Racing One Week with exposed aluminum alloy bridges



Armin Racing Regulator, also featuring exposed aluminum alloy bridges



In collaboration with the Marussia Virgin Racing team, which the brand sponsors, a special series of limited edition timepieces have been developed from high-grade materials—including materials from actual components taken from the team’s racecars.

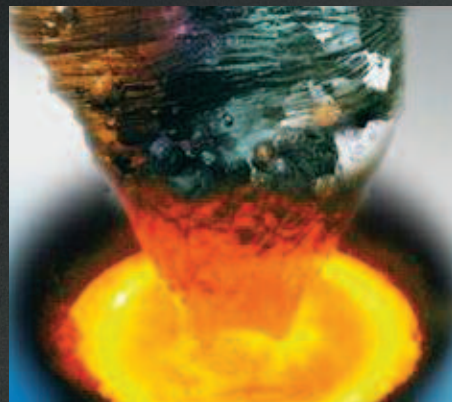
In 2011, Armin Strom established its strong commitment to automobile racing in general, and to Formula 1 specifically, as the official timing partner of Marussia Virgin Racing. As such, the brand supports both team drivers: Germany’s Timo Glock and Belgium’s Jérôme d’Ambrosio. The first Armin Strom watch products to emerge as a result of the relationship stem from collaboration with the Russian-British Formula 1 team and make up the Armin Racing Collection.

“We intentionally try to blend tradition with new innovative methods,” says Serge Michel, managing director of Armin Strom SA, commenting on the collection. “We have the Formula 1 engine shipped to us in whole, and then we clean it and machine it and then produce the movement parts from it. It is amazing to think that an F1 engine becomes a watch ‘engine.’ Not many people can have a piece of a Formula 1 car on their wrist. It is different, and that’s what sets us apart.”

Extensive—and expensive—work goes into the making of the watch components from the retired engine parts. Armin Strom sends the parts to a St. Gallen, Switzerland, art foundry where they are cleaned in a vacuum oven and then liquefied via an intense process that removes all oil and air bubbles so that the end result is a pure finish. The



Vacuum oven at the St. Gallen art foundry



Pouring of liquid aluminum alloy

liquid aluminum alloy is then carefully poured and transformed into blocks that, in turn, are milled by CNC machines into raw watch components, particularly bridges. These components then undergo further processing and specialized finishing at the Armin Strom manufacture. The finished racing-component bridges have a special look to them, with a brushed surface that is alluringly different. Various decorative elements further enhance the piece, which takes on a highly technical appearance.

“We could have simply put a logo on our watches. But that would have been too easy for us,” explains Claude Greisler, head of product development at Armin Strom. “A Formula 1 engine lasts about 40 hours, and then it has had it. A watch movement, when properly serviced, will last forever.”

The highlighted piece in the Armin Racing Collection is the Armin Racing One Week, which is created in a limited series of 40 pieces and retails for \$27,500. The watch houses the ARM09-MVR manufacture movement with bridges made out of the processed Formula 1 metal. As its name suggests, the watch features seven days of power reserve.

In addition, the Armin Racing Collection includes the Armin Racing Regulator watch with Caliber ASR07, based on a Unitas movement. It is created in a limited edition of 100 pieces, retailing at \$19,700. Finally, there are two Armin Racing Chronographs with self-winding, 25-jewel ETA movements with 46-hour power reserve. The chronographs

are limited to 500 pieces in total and retail for \$8,600 each. All of these watches incorporate meticulously finished Formula 1 parts in their movements.

The bold, exciting models feature the Marussia Virgin F1 signature colors of black, red and white. The chronograph is offered in black or white versions. The black chronograph is black PVD titanium with black dial and black rubber strap. The white version has a matte titanium case and white dial with bright red accents and a matching bright red rubber racing strap. Alternatively, a high-tech leather strap with red stitching is available.

“The tie between the watch company and automotive racing makes perfect

sense, and with Armin Strom’s top watch-making abilities, this newest collection, especially with the car parts in the movements, is sure to attract watch and car lovers alike,” says Alexis Sarkissian of Totally Worth It, the North American distributor of Armin Strom.

The Racing Collection brings the Armin Strom range full circle, rounding out the brand’s offerings of top-notch sports timepieces; nevertheless, they are just the beginning of a new realm of high-tech movements and timepieces from this precision-oriented manufacture.

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## MONACO MOMENT

Armin Strom chose this year’s Monaco Grand Prix—one of the most difficult and technically challenging events of the Formula 1 season—as the venue for a special presentation highlighting the new Armin Racing Collection. Together with its sponsorship partner Marussia Virgin Racing, the brand presented drivers Timo Glock and Jérôme d’Ambrosio with the first production models of the new Armin Racing Regulator special edition. The presentation took place in the presence of a number of invited guests in the team’s garage shortly before the start of the 78-lap race. A good start to race day for everyone.