

# Louis Erard

SWISS MECHANICAL WATCHES

# 80<sup>th</sup>

ANNIVERSARY

SINCE 1931

# EXCELLENCE

# “EXCELLENCE” ANNIVERSARY COLLECTION, WHEN EXPERTISE IS MATCHED BY ACCESSIBILITY

It's time for festivities at Louis Erard, as the watchmaker from Le Noirmont prepares to celebrate 80 years of a rich and diverse history. This anniversary provides an opportunity for this creator of exclusively mechanical watches to reaffirm its dynamism, creativity and expertise through a new line of watches built to last and evocatively named “Excellence”.

Impelled by this unique jubilee fervour, the new collection vividly epitomises the brand's signature codes in a tribute to the origins and traditional values that have forged its strength over eight decades. Classicism and originality, complexity and understatement are combined with great talent, and mingled with exclusivity and accessibility to form a concentrated blend of the qualities characteristic of all timepieces bearing the Louis Erard signature.

This new collection comprises a total of seven models – five for men and two for women – all available in steel or rose gold versions. These include Power-Reserve display and Regulator or simple Power-Reserve variations, a Chronograph with moon phases and 24-hour indicator, and three-hand watches. Even though mechanical watchmaking remains the core of the self-winding models, it is undoubtedly in the hand-wound watches that Louis Erard most clearly expresses its vocation as a movement manufacturer. The two manual-winding models incorporate its uncompromisingly sophisticated in-house modules featuring exclusive and unique complications. A round case (36 mm for women and 40 mm for men), an understated white dial, hour-markers and Roman numerals: the key attributes of the Excellence collection offer a clearer than ever reflection of the design codes cherished by Louis Erard, expressed through decidedly neoclassical touches and a wealth of variations. This resolutely Haute Horlogerie spirit offered at unbeatably competitive prices confirms the brand's status as the watchmaker that counts – in more than one way.

In December 2010, the symbolic threshold of 100,000 watches produced in eight years was crossed, offering further proof that the alchemist from Le Noirmont is on top form – and determined to prove to all watchmaking enthusiasts that expertise, quality and small complications are not necessarily beyond reach and can also become an accessible dream!

# COLLECTIONS

## EXCELLENCE

A collection that is by definition neoclassical, Excellence merges watchmaking traditions with a modern approach – twin values that have shaped the destiny of Louis Erard for the past 80 years. The mechanical attraction of an exclusive and varied anniversary collection dedicated to aesthetes looking for authentic and legitimately priced horology.

## 1931

Striking a perfect balance between classicism and originality, quality and accessibility, complexity and understatement, the 1931 Collection embodies the quintessence of Louis Erard in an array of small and grand complication models distinguished by the signature characteristics of Haute Horlogerie.

## HÉRITAGE

Classicism, restraint and mechanical traditions are the hallmarks of the Héritage Collection dedicated to devotees of authentic watches and clearly demonstrating that Haute Horlogerie is now within everyone's means.

## EMOTION

An encounter between mechanical watchmaking and active women radiating an aura of sophisticated elegance. Emotion: these seven letters sum up a perfect match between horology and femininity.

# 80 YEARS OF MECHANICAL HOROLOGY

Founded in 1931 by Louis Erard, the watch company has regained exceptional momentum over the past eight years. For its 80th anniversary, it is introducing a brand-new collection named “Excellence” and officially unveiled at BASELWORLD 2011. This launch marks the birth of a fourth major line of timepieces signed Louis Erard, combining expertise and fine craftsmanship in an Haute Horlogerie spirit and at eminently affordable prices!

## **THE SECRET OF A SUCCESS STORY**

Pure lines, elegance with classic and trendy touches, and above all a love of fine workmanship in harmony with the finest Swiss traditions. Louis Erard creates mechanical timepieces because they are vibrantly alive and serve as a reminder that time cannot be recaptured. The watch is more than a machine: the owner can feel it as it turns and occasionally stops. Before being put back on the wrist, it must be observed, touched and restarted – thus creating an authentic and constantly reinvented ritual.

## **ECONOMIC REBIRTH**

Since its creation 80 years ago, Louis Erard has experienced a variety of ups and downs, including a lengthy eclipse from the early 1990s onwards. The brand was taken over in 2003 by a group of investors headed by Alain Spinedi. His plan was clearly spelled out and involved offering high-quality mechanical watches at decent prices. And time has since proven the watchmaker right, since more than 100,000 watches have emerged from the company workshops over the past eight years. 2008 also saw Louis Erard enter the world of complications with the development of an exclusive module, representing a further step towards Haute Horlogerie at attractive prices!

# KEY DATES

- 2011** Louis Erard celebrates 80 years of mechanical watch-making. To mark this anniversary, the Excellence collection – a blend of tradition and modernity – is presented at Baselworld.
- 2010** The 100,000 watch mark is passed, underlining the brand's success story.
- 2009** A new milestone on the way to Haute Horlogerie with affordable prices: Louis Erard launches its first in-house module developed together with Soprod SA.
- 2007** The 50'000th watch since the brand's comeback in 2003 leaves Louis Erard's workshops. In autumn, the company presents its first ladies' collection, Emotion.
- 2003** After 10 years of silence, the brand is bought out by private investors and re-launched.
- 1992** The company changes hands following serious financial problems: transferred to Le Noirmont (JU).
- 1980** A sustained effort is made to expand the Louis Erard brand, with some success on Asian markets.
- 1942-1980** Main activity remains casing for other watch companies.
- 1937** The company employs a staff of over 60.
- 1931** Production of the first watches under the Louis Erard brand name.
- 1929** Foundation of the Louis Erard company in La Chaux-de-Fonds (NE).  
Corporate name: Louis Erard & André Perret.
- 1893** Birth of founder, Louis Erard, on 16 February.

# PROFILE

## CORPORATE NAME

Montres Louis Erard SA

## ADDRESS

Rue de l'Ouest 2  
2340 Le Noirmont – Switzerland

## TELEPHONE

+41 32 957 65 30

## FAX

+41 32 957 65 31

## E-MAIL

info@louiserard.ch

## WEBSITE

www.louiserard.ch

## DATE OF FOUNDATION

Company founded in 1929 by Mr Louis Erard at La Chaux-de-Fonds (NE). Began by assembling watches for other companies.  
Its first watches were put on the market in 1931.

## SHAREHOLDERS

Private and independent investors  
Shares not listed on the stock exchange

## PRESIDENT OF THE BOARD OF DIRECTORS

Urs Hecht

## MANAGING DIRECTOR, CEO

Alain Spinedi

## OPERATIONS DIRECTOR

Olivier Calame

## NUMBER OF STAFF

26, including 9 watchmakers

## MARKETS

Currently, 40 countries with almost 650 official agents in key markets of Switzerland, Italy, Russia and Belgium

## ACTIVITIES

Manufacture and distribution of Louis Erard mechanical watches

## BRAND POSITIONING

Retail price: middle-of-the-range from €500.- to €3'000.-  
Top-of-the-range (pink gold) from €3'900.- to €9'000.-

## COLLECTION

**Excellence** for those who appreciate neoclassical watchmaking

**1931** for collectors and lovers of Haute Horlogerie

**Héritage** for a more classic clientele

**Emotion** for the active woman of distinguished elegance

## IDENTITY

Horloger-Créateur de Montres Mécaniques depuis 1931  
Swiss mechanical watches

## CONTACTS

Montres Louis Erard SA  
Rue de l'Ouest 2  
CH-2340 Le Noirmont

**Alain Spinedi, CEO**  
alain.spinedi@louiserard.ch

**Susanne Farner, Marketing**  
susanne.farner@louiserard.ch