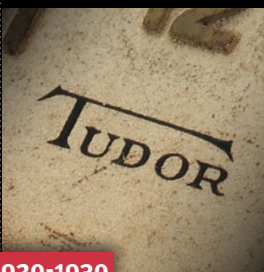


SHORT TIMELINE



- 1926 “The Tudor” brand was registered by the “Veuve de Philippe Hüther” company on behalf of Hans Wilsdorf
- 1936 Hans Wilsdorf acquired “The Tudor” brand and registered it in his own name
- 1946 Montres TUDOR SA was created on 6 March in Geneva
- 1947 Launch of the TUDOR Oyster model
- 1948 First advertisements exclusively devoted to TUDOR
- 1952 Launch of the TUDOR Oyster Prince line
- 1954 Launch of the TUDOR Oyster Prince Submariner, certain versions of which would be produced for the US Navy in the 1960s and for the *Marine nationale française* (French Navy) from the 1960s to the 1980s
- 1957 Launch of the TUDOR Advisor model
- 1970 Launch of the TUDOR Oysterdate Chronograph
- 1971 Launch of the TUDOR Oysterdate Chronograph, nicknamed “Montecarlo”



1969-2013

- 1976 Launch of the brand's first self-winding chronograph, the TUDOR Prince Oysterdate

- 1998 Launch of the TUDOR Prince Date Chronograph

- 2007 TUDOR brand relaunch process began internationally

- 2009 Launch of the TUDOR Glamour and TUDOR Grantour lines

- 2009-2011 Collaboration with Porsche Motorsport as "Timing Partner"

- 2010 Launch of the TUDOR Heritage Chrono and TUDOR Glamour Double Date models

- 2011 Launch of the TUDOR Heritage Advisor and TUDOR Fastrider Chronograph models. Launch of the new TUDOR Grantour line and introduction of a Fly-Back Chronograph. Launch of the TUDOR Clair de Rose line. Launch of the "Watch your Style" campaign

- 2011 Beginning of collaboration with Ducati as "Timing Partner"

- 2012 Launch of the TUDOR Heritage Black Bay and TUDOR Pelagos divers' models

- 2013 Beginning of collaboration with the FIA World Endurance Championships (WEC) as "Timing Partner"

- 2013 Launch of the TUDOR Heritage Chrono Blue, TUDOR Fastrider Black Shield and TUDOR Glamour Date 26 mm models

- 2014 Beginning of collaboration with the International Motor Sports Association (IMSA) as "Entitlement Partner" of what will now be known as the TUDOR United SportsCar Championship

- 2014 Launch of the TUDOR Heritage Ranger, a new version of the TUDOR Heritage Black Bay and launch of the TUDOR Style line



TUDOR