

Press Release

Glashütte, May 2024

Premiere on a magnificent stage

A. Lange & Söhne is proud to be the main sponsor of the new Concours of Elegance Germany at Lake Tegernsee

The international classic-car community now has a new highlight on the agenda: for the very first time, the Concours of Elegance Germany will take place on the shores of Lake Tegernsee on 26 and 27 July 2024. The vintage car event is organised by the hosts of the British Concours of Elegance at Hampton Court Palace that has been sponsored by A. Lange & Söhne since 2018. Now, the Saxon manufacture is also involved in the German counterpart and will present its sophisticated timepieces on this exclusive stage.



Setting of the Concours of Elegance Germany: the historic Gut Kaltenbrunn on the shores of Lake Tegernsee

An impressive manor dating from the 14th century, nestled in the foothills of the Bavarian alps, boasts a breathtaking view of Lake Tegernsee: here, about 50 of the most rare and valuable cars can be admired at close range on 26 and 27 July 2024. Another 150 rarities of the Specialist Concours and car clubs will also be part of the exhibition.

Similar to the Concours of Elegance at Hampton Court Palace, the first-time Concours of Elegance Germany is oriented towards an international audience and brings together the most important collectors from all over the world to celebrate their cars in a spectacular setting. Both events also have in common that the overall winner is not selected by a panel of judges but by the owners of the cars themselves. On Friday, the coveted “Best-of-Show Award” – a certificate with a hand-engraved balance cock in gold-plated German silver – will be presented by Wilhelm Schmid, A. Lange & Söhne CEO. Additionally, he will honour the winner in the “Thirty Under 30” category on Saturday. The awards donated by the manufacture epitomise its recognition of the countless hours invested in the preservation of the automotive masterpieces – because the appreciation of trailblazing engineering and traditional artisanship is especially evident in the commitment to conserve this cultural heritage for future generations. This holds true for motorised works of art as well as those that are worn on the wrist.



The fascinating connection between timekeeping and motorsports

Hence, the automotive event offers a fitting stage for also shining the headlights on A. Lange & Söhne watchmaking artistry. Selected models from all six watch families invite spectators to take a journey of discovery into the world of the Glashütte manufacture. It comes as no surprise that chronographs take centre stage: they symbolise the historical link between timekeeping and motorsports. Given their extensive technical and aesthetic finesse, chronographs have been among A. Lange & Söhne flagships for 25 years. The widely acclaimed DATOGRAPH launched in 1999 constitutes the prelude to a total of 13 groundbreaking models. In celebration of its anniversary, A. Lange & Söhne introduced two captivating interpretations of this mechanical masterpiece at this year's Watches & Wonders trade fair in Geneva: the DATOGRAPH UP/DOWN in white gold with a blue dial and the DATOGRAPH PERPETUAL TOURBILLON HONEYGOLD “Lumen”.

“Our horological works of art splendidly complement the automotive masterpieces that will be exhibited on the shores of Lake Tegernsee,” emphasises Wilhelm Schmid. “We are honoured to participate in the very first edition of the Concours of Elegance Germany as the main sponsor. Thus, we are resuming the successful partnership with the Concours of Elegance at Hampton Court Palace, where our timepieces were already greatly appreciated,” says Schmid. “We are particularly delighted that the new edition of the Concours of Elegance will be staged in the country where our manufacture’s roots lie, especially as Germany is world-renowned for its engineering artistry and automotive passion.”

About A. Lange & Söhne

Dresden watchmaker Ferdinand Adolph Lange laid the foundations for Saxony’s precision watchmaking industry when he established his manufacture in 1845. His precious pocket watches remain highly coveted among collectors all over the world. The company was expropriated after World War II, and the name A. Lange & Söhne nearly vanished. In 1990, Ferdinand Adolph Lange’s great-grandson, Walter Lange, had the courage to relaunch the brand. Today, Lange crafts only a few thousand wristwatches per year, predominantly in gold or platinum. They are equipped exclusively with movements made in-house that are elaborately finished and assembled twice by hand. With 72 manufacture calibres developed since 1990, A. Lange & Söhne has secured a top-tier position in the world of watchmaking. Its greatest achievements include the LANGE 1, the first regularly produced wristwatch with an outsize date, and the ZEITWERK, with its precisely jumping numerals. Extraordinary complications such as the ZEITWERK MINUTE REPEATER, the TRIPLE SPLIT and the GRAND COMPLICATION presented in 2013, the most complicated model to date, represent what the manufacture always strives for: to drive the traditional art of watchmaking to ever-new heights. Launched in 2019, the sporty-elegant ODYSSEUS marked the beginning of a new chapter for A. Lange & Söhne.

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