

Press Release

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A. Lange & Söhne at the Audrain Concours 2024

The German watch manufacture announces second year as presenting sponsor of the Audrain Newport Concours d'Elegance

Complementing a global portfolio of prestigious classic car concours sponsorship, A. Lange & Söhne continues its partnership in the US as presenting sponsor of the Audrain Newport Concours d'Elegance. A collection of more than 180 vintage cars and a curated assortment of A. Lange & Söhne timepieces will be presented at The Breakers in Newport, Rhode Island during the pinnacle event of the Audrain Newport Concours & Motor Week – a four-day celebration of automotive excellence and craftsmanship taking place from October 3rd to October 6th, 2024.



A grand venue: The Breakers, a former summer residence and national historic landmark in Newport, Rhode Island.

A. Lange & Söhne is the presenting sponsor of the 2024 Audrain Newport Concours d'Elegance, one of the most highly anticipated classic car contests in the U.S. The event, in its fifth year, is held in the seaside city of Newport, Rhode Island, and attracts more than 180 of the world's finest vintage cars in a spirited motor week that pays homage to automotive excellence, craftsmanship, luxury, and sport. The Concours d'Elegance, scheduled for Sunday, October 6th,

marks the grand finale of the Audrain Newport Concours & Motor Week and showcases remarkable feats of design and engineering at every turn. At the conclusion of the Concours, A. Lange & Söhne will present the awards for the “Best of Show,” “European Glamour” and “Thirty under 30” categories.

As part of its sponsorship activation, A. Lange & Söhne is inviting visitors to an exclusive brand experience, featuring an assortment of boutique exclusive, limited edition and core collection timepieces. To further enhance the experience, Anthony de Haas, Director of Product Development, will join watchmaking experts from the Lange manufacture in Glashütte, Germany to introduce the region’s classic car & watch communities to the world of German fine watchmaking.

“At concours events, we meet a lot of people who are interested in digging deeper, understanding more, and starting a journey,” says Wilhelm Schmid, CEO, A. Lange & Söhne. “In general, collectors share a passion for handmade craftsmanship and timeless elegance that inspires lasting, personal connections between the watch community, the classic car community, and us. Our partnership with Audrain enables us to explore this connection in the U.S., one of our most important markets and the home of many classic car collectors that we’ve met in Europe over the years.”

In its five years, the Audrain Newport Concours d’Elegance has become an annual autumn rite of passage for classic car enthusiasts, the global concours circuit, and the Newport local community.

“People in the classic car community travel around the world, and immersive collector car experiences have greater appeal now than ever before,” says Donald Osborne, CEO, Audrain. “We didn’t create the community – we invited it to explore a compelling new destination, supported by a thoughtful curation of special events, a warm welcome, and some of the world’s great conversation pieces. We’re honored to have A. Lange & Söhne as a leading partner of the Audrain Concours and a stunning example of fine craftsmanship.”

A. Lange & Söhne and Classic Cars

A. Lange & Söhne timepieces embody inventiveness, unparalleled style, and the relentless pursuit of perfection – qualities that also define exquisite automobiles. For this reason, the Saxon manufacture has been supporting international classic car events for the past twelve years. During this time, A. Lange & Söhne has helped usher in a new era of classic car experiences that elevates the connection between timekeeping and motoring heritage and celebrates handmade mechanical creations that have passed the test of time by never standing still. Its partnerships have also contributed to notable accomplishments in the preservation of heritage, craftsmanship, sportsmanship and philanthropy within the classic car community.

A. Lange & Söhne’s current portfolio of concours sponsorship includes four prestigious competitions: Concorso d’Eleganza Villa d’Este (Italy), Concours of Elegance Germany, Concours of Elegance at Hampton Court Palace (UK) and the Audrain Newport Concours

d'Elegance (USA). Collectively, this global portfolio advances the preservation and appreciation of vintage cars worldwide, demonstrating A. Lange & Söhne's dedication to handmade craftsmanship, timeless elegance and mechanical artistry.

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 73 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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