

Press Release

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And the winner is...

As part of the partnership with the Concorso d'Eleganza Villa d'Este, which has existed since 2012, A. Lange & Söhne has once again honoured the “Best of Show” winner with a unique piece created especially for the occasion. At the awards ceremony, Lange CEO Wilhelm Schmid presented the overall winner of the prestigious classic car competition with an 1815 CHRONOGRAPH in white gold with a hand-engraved hinged cuvette.



Wilhelm Schmid with the winner at the awards ceremony.

The Concorso d'Eleganza Villa d'Este is considered one of the most traditional and exclusive beauty contests for historic automobiles. Since 2012, A. Lange & Söhne has been a partner of this event, which took place from 24th to 26th May 2024 in the spacious grounds of the Grand Hotel Villa d'Este on Lake Como in Cernobbio, northern Italy. The highlight is the awarding of the “Trofeo BMW Group – Best of Show”, which traditionally marks the triumphant finale of the Concorso d'Eleganza on Sunday evening. Around 50 of the most spectacular classic cars of our time competed in eight competition classes for the attention of the top-class jury and automobile enthusiasts. This year an Alfa Romeo 8C 2300 from the year 1932 won the competition.

At the festive award ceremony, Wilhelm Schmid presented the lucky winner with an exclusive custom-made 1815 CHRONOGRAPH in white gold with a solid pink-gold dial and a hand-engraved hinged cuvette. With this unique piece, A. Lange & Söhne pays tribute to the preservation and passionate care of outstanding motorised rarities and at the same time underlines the similarities that exist between classic cars and the timepieces from the German manufacture.

“There couldn’t be a better choice for the winning watch, since chronographs symbolise the close connection between motorsport and timekeeping,” emphasised Schmid. The 1815 CHRONOGRAPH also embodies the manufacture’s special expertise, as it is powered by one of 13 specially developed chronograph calibres. “A. Lange & Söhne’s chronograph tradition was revived 25 years ago with the DATOGRAPH. To mark this special anniversary, we presented two new timepieces this year, which we also showcased at the Concorso: the DATOGRAPH UP/DOWN in white gold with a blue dial and the DATOGRAPH PERPETUAL TOURBILLON HONEYGOLD “Lumen”. Our watchmaking masterpieces beautifully complemented the automotive masterpieces on display at Lake Como.”

About A. Lange & Söhne

Dresden watchmaker Ferdinand Adolph Lange laid the foundations for Saxony’s precision watchmaking industry when he established his manufactory 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 twice assembled by hand. With 72 manufacture calibres developed since 1990, A. Lange & Söhne has secured a top-tier position in the world of watchmaking. Some of the company’s greatest successes include the LANGE 1 with the first outsize date in a regularly produced wristwatch and the ZEITWERK with its precisely jumping numerals display. Exceptional complications such as the ZEITWERK MINUTE REPEATER, the TRIPLE SPLIT, and the most complicated model to date, the GRAND COMPLICATION presented in 2013 in a limited edition of six watches, represent what the manufactory always strives for: to drive the traditional art of watchmaking to ever-new heights. Launched in 2019, the sporty-elegant ODYSSEUS marks the beginning of a new chapter for A. Lange & Söhne.

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