

PRESS RELEASE
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Passion for Precision and Timing



Karl Geiger and Junghans intensify their cooperation: The Skiing Athlete of the Year becomes the watch manufacturer's long-term brand ambassador.

Ski jumper Karl Geiger, recently honoured as the “Skiing Athlete of the Year 2021” by German Ski Association, and German watch manufacturer Junghans are intensifying their partnership. As both sides announced in the run-up of the 70th Four Hills Tournament, Karl Geiger will be representing Junghans in the winter sports seasons 2021/22 and 2022/23 as brand ambassador.

Oberstdorf as the venue of the opening jumping of the Four Hills Tournament is quite appropriate for the cooperation of Karl Geiger and Junghans: In early 2021, Junghans accompanied the FIS Nordic World Ski Championships in Oberstdorf as official timing partner. Karl Geiger has been able to secure altogether four medals at the competition in his hometown Oberstdorf, including two gold medals with his team and the mixed team.

The Four Hills Tournament marks the beginning of a long-term cooperation between Karl Geiger and Junghans. This partnership, which will initially last until the end of the winter sports season 2023, includes several major international events such as the Ski Flying World Championships 2022 in Vikersund, Norway, as well as the FIS Nordic World Ski Championships in Planica, Slovenia, in 2023.

Success factor precision

“Ski jumping is all about precision, dynamism, and timing. No wonder Junghans watches fascinate me”, Karl Geiger, ski flying World Champion of 2020, gives his reasons for the cooperation. “We are delighted about the cooperation with Karl Geiger; he is the perfect brand ambassador for Junghans”, says Matthias Stotz, CEO of the Schramberg-based Uhrenfabrik. “In addition to his outstanding sporting successes, he is deeply rooted in his home and a popular figure beyond borders. For us as a company from the Black Forest, winter sports are rated high by tradition. Especially in ski jumping, precise timing at the take-off area and flawless technical execution are crucial – the same applies to our watches in a metaphorical sense. We wish Karl Geiger a good start into the season at the Four Hills Tournament and every success for the upcoming sporting events – in particular for the Winter Olympic Games in Beijing.”

Enthusiastic about sports by tradition

Junghans builds on a long-standing connection to top-class sports with this commitment: In the 1960s to 1980s, the company had accompanied many international top-class events setting new technical benchmarks in sports timing. Junghans has recently been involved as timing partner in the FIS Nordic World Ski Championships 2019 in Seefeld as well as in Oberstdorf in 2021. The company has donated an additional prize for ski jumping there: Those athletes that achieved the longest jump in the individual competition were honoured with the Junghans Award and a limited timepiece.

Caption:

Demonstrated perfect timing multiple times: Karl Geiger displaying the four medals he won at the home World Championships, and his 1972 FIS Edition by Junghans, limited to 500 pieces.

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Junghans – Live your style

Junghans has been giving a face to time for 160 years. The attention to detail, the high demands on design and quality and generations of technical expertise have characterized the products of Uhrenfabrik Junghans since it was founded in 1861. Values that form the foundations for the success story of the company from Schramberg in the Black Forest. In 1903 Junghans was the largest clock manufacturer in the world, with over 3,000 employees. The development of precision movements made the company the largest German manufacturer of chronometers in 1951 and the third largest worldwide in 1956. In 1972 Junghans was the official timekeeper of the Olympic Games in Munich, setting new standards in timekeeping. After an eventful and turbulent company history, the Schramberg businessmen Dr. Hans-Jochem and Hannes Steim became the new proprietors of the venerable company in 2009, ushering in a new era of growth. Junghans still produces all of its watches on the historical company site. In 2018 the terrace building has been revived for its 100th birthday. In this monument to industrial architecture, long the light-flooded centerpiece of Junghans watch production, the tradition of watch and clock-making in the Black Forest can be experienced in the form of a museum. The current collection also references the long tradition of the company in design and watchmaking - transported to the present in contemporary form. For example, with the Meister watches, which have been manufactured since the 1930s, or the timepieces of Max Bill. These Bauhaus classics were first created in 1956 in collaboration with the Swiss designer – and are still produced to his designs in almost unaltered form today. In 1990 Junghans set new standards with the invention of the first radio-controlled wristwatch – a technology that is making its mark once again in 2018 with a new generation of intelligent, Schramberg-made radio-controlled movements of great precision and accuracy. The clear design language of the Junghans watches is a constant factor throughout the history of the company. The latest indication of this can be found in the stylish models of the FORM family, with their reduced simplicity. For 160 years now Junghans watches have combined watchmaking and design expertise on the wrist. Style made tangible.