



ISLE OF MAN TT RACES FUELLED BY MONSTER ENERGY

30 MAY - 12 JUNE 2015

Friday 24<sup>th</sup> April 2015

## Wryst Timepieces become the Official Timing Partner of Isle of Man TT Races

The Isle of Man Government Department of Economic Development has confirmed an agreement with adrenaline Sport watch brand Wryst to become an official sponsor of the 2015 Isle of Man TT Races fuelled by Monster Energy. Wryst Timepieces will be the official timing partner in a two-year deal.

The luxury Swiss Watch manufacturer has an extensive range of Extreme Sport inspired limited edition designer watches that combine ultra resistant performance with perfect craftsmanship and reliability.

The company offers five collections; the ultimate Sport Watch, the Shoreline Gold Watch, the Wryst Automatic, the Airborne Extreme Sports and the Motors Racing Sports collection.

Wryst Timepieces will receive a number of high profile sponsorship benefits and branding rights to promote their association with the world's leading road race including programme and race guide advertising, trackside branding and a présence on the Isle of Man TT's official website.

Wryst Timepieces will present the winners of each of the race categories with an exclusive limited edition Wryst Swiss sport Watch. Reinforcing this collaboration the brand is already considering the release of an exclusive watch paying tribute to the Isle of Man TT Race and its incredible history next year.

Wryst Timepieces brand owner and designer Jacques Fournier commented:

*"Our collaboration with the legendary and historic Isle of Man TT races is a fantastic opportunity. The partnership is incredibly inspiring and a perfect match. We are thrilled and feel privileged to sponsor the Isle of Man TT event, which fits perfectly with our enthusiastic association with Motorsport. The TT race has a huge deal of history starting early 20th century and this is of course inspiring for our future sports watch design creations."*

David Cretney, Isle of Man Government's Tourism and Motorsport representative commented:

*"We are delighted to welcome Wryst Timepieces to our growing portfolio of TT Race sponsors and commercial partners. Our commercial programme continues to go from strength to strength and Wryst's endorsement by becoming an official partner will also further help us to promote the event to new audiences."*

- Ends

www.iomtt.com

