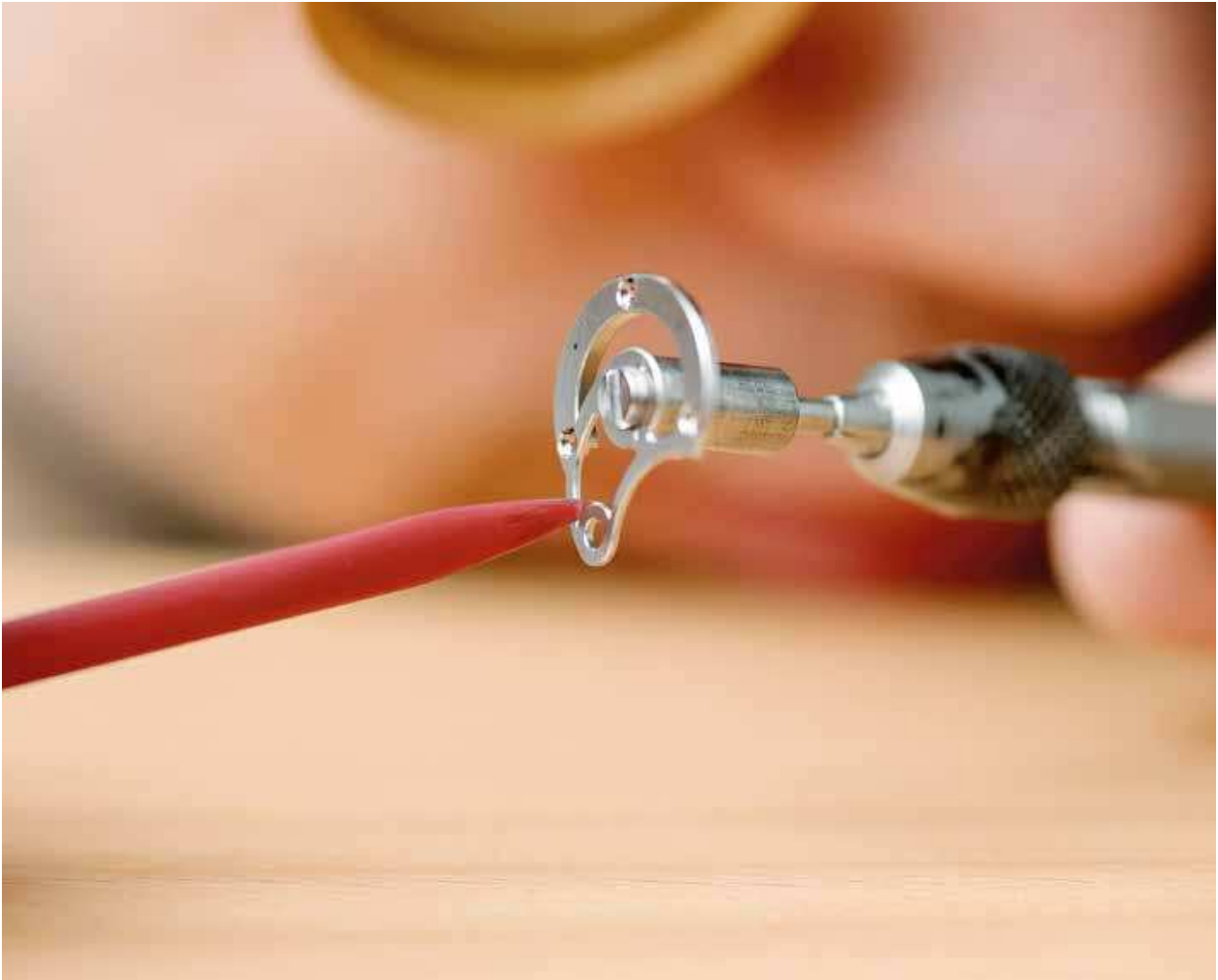




# THE SKYLIFE WATCH: EXCLUSIVE FOR AIRCRAFT OWNERS

RUAG Aviation and German luxury watchmaker Moritz Grossmann both share a passion for quality, precision and craftsmanship. Designers and master artisans from both companies have come together in creating a unique timepiece exclusively for aircraft owners: the SkyLife BENU Tourbillon.

By Sylvie Péron



**T**he pinnacle of the watchmaker's art, the SkyLife BENU Tourbillon conveys the shared values of both companies. This rare luxury timepiece epitomises handcrafted elegance and is an expression of the unique quality of life we enjoy – when we feel at home while travelling through the skies.

Who could have predicted that in 1854, the desire to develop excellence would happen in the Saxon Ore Mountains of Germany? One man, from a village known as Glashütte, dared to search for pure excellence, and through his actions influenced the distinguished German watch industry.

### ENTERPRISING SPIRIT

Moritz Grossmann, a founding father of Glashütte's watch making artistry, had a serene, independent

and scientific personality with which he aspired to produce more than 'just' high quality watches. His spirit was most enterprising. Moritz wanted to build an industry capable of manufacturing mechanically perfect watches. He created a legend - timepieces of pure excellence for the elite. In 2008, the watchmakers of Moritz Grossmann began to reinvent and craft once again the pure class luxury timepieces of serene perfection in Moritz's original Saxon village of Glashütte. The clientele of Moritz Grossmann timepieces remains as exclusive as it was in 1879.

### REACHING NEW HEIGHTS IN EXCELLENCE

RUAG Aviation has a long history of perfection and innovation in aviation. The company started life amid the Swiss Alps, and it has now crafted an oasis in the skies, to rekindle the exclusivity, comfort and quality of life in air travel. It embodies the



Moritz Grossmann,  
based in Glashütte  
Germany, has  
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luxury timepieces  
since 1854



very meaning of state-of-the-art Swiss craftsmanship, and it harnesses this to create customised luxurious environments, in which global travellers can enjoy tranquillity, peace of mind and seamless connectivity. Passengers remain connected to their aircraft and to those they care about, while enjoying their leisure time in their own private luxury space above the clouds.

### SKYLIFE BENU TOURBILLON

This March, RUAG Aviation together with Moritz Grossmann officially revealed the culmination of their successful collaboration during an intimate evening at Baselworld. As the ultimate watch for aircraft owners, the bespoke SkyLife BENU Tourbillon timepiece captures the essence issued from the alliance of master artisans in aviation and watchmaking.

The fine piece made its worldwide debut in the sky, 105m above the world's largest watch and jewelry show Baselworld, at Bar Rouge at Basel Convention Centre.

Out of five distinctive visions, an elegant midnight blue design for the SkyLife watch won the poll that ran in the lead up to the worldwide debut in Basel.

"Reminiscing the sky and ethos of the alliance, its meticulous craftsmanship beautifully marries the shape and essence of what makes our two companies tick – timelessness," says Christine Hutter, Founder and CEO of Moritz Grossmann.



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"Born from a vision where the essence of time plays an important role, the very best master designers joined forces to capture what we believe is the true quintessence of timelessness," says Pirmin Berger, Marketing and Communication Director at RUAG Aviation. "We seek to bring the ultimate luxury into air travel by creating an oasis in the skies with exclusive cabin interior solutions. Where time has a real meaning and owners can enjoy exclusivity, comfort and quality of life. The SkyLife watch is our offering to those who value every moment and rely on state-of-the-art craftsmanship to make their environment, be it on land, sea or in the air, a reminiscence of comfort and luxury in all senses of the words." ■