



HABRING Uhrentechnik

Völkermarkt, March 2014

Special limited edition of 5 Habring² Split-second chronograph pieces for Horlogerie-Suisse.com, the leading French-speaking watchmaking site

To celebrate the site's new version, Horlogerie-Suisse.com and Habring² have created a very limited edition of the Habring² Doppel 3 split-second chronograph.

The Doppel 3 clearly reflects its origins, since it harks back to the sports timekeepers of the late 60s. Totally representative for the inventiveness of its creators, the Doppel 3 stands out technically for its artisan crafted mechanism, which demonstrates a rare ingenuity. The A08MR MONO calibre has reduced the start-stop-reset function of the split-second chronograph to a single push-button. This highly accomplished watchmaking movement has all the hallmarks of their small artisan manufacture. A chronograph, a precision escapement and great reliability are exactly what you might expect from a very small-series production and the meticulous assembly skills of Habring².

The little family team at Habring² is punctilious in its work, producing only around twenty Doppel 3 pieces per year, 5 of which are reserved for Horlogerie-Suisse.

This highly limited edition features a unique white dial with royal blue leaf-shaped appliques and hands. The 42 mm diameter stainless steel case, sporting a domed sapphire crystal with double-sided anti-reflective coating, is made of 3 parts and water-resistant to 50 meters.

The words 'LIMITED EDITION No. 1/5' discreetly engraved on the caseback emphasise the rarity of this collector's item. Its price is astonishingly of only € 5'900 ex. VAT (or 7'950 CHF incl VAT in Switzerland).

To understand better this exceptional piece, let us take a glance back at the past 20 years when the "Doppel" found birth:

In 1992, Richard Habring designed a calibre for IWC the famous watchmaking brand, named the Doppelchronograph (double chronograph in English), capable of measuring two time intervals simultaneously with the same chronograph. It sandwiches a split-second mechanism on the existing axis of a Valjoux chronograph. The task of integrating this device was not an easy one, since this basic calibre comprises an automatic winding, which inhibits access to the central chronograph train wheel. It should be remembered that until then, this complication was made possible only by having two separate axes. This was not only extremely costly, but it was also more complex to adjust and particularly prone to improper handling. The integration of the cam mechanism, which is down to the watchmaking genius of Habring, then became patented. Subsequently, the popularisation of the design went on to cause a mini-revolution on the market.

Habring left IWC in 1996, but continued to work for its owners, LMH, who at the time also owned Jaeger Le Coultre and A. Lange & Söhne. He became technical and development consultant to A. Lange & Söhne, taking charge also of the service network and technical communication until they passed into the hands of Richemont in 2002.

At around the same time, he founded the Habring2 company with his wife Maria in 1997, in Völkermarkt, mid-way between Vienna and Venice, in Carinthia. The couple thus became a team: Maria acts as CEO and co-creator which allows Richard to focus on being the engineer and taking care for the quality of every single piece. In its early days, the Habring Uhrentechnik OG - this is the company name - developed movements and assembled clock and watches in small series for other brands.

In 2004, Maria gave the go-ahead for their first watchmaking range.

In 2012, Habring's been independent for over 15 years and the patent for the double-chronograph filed by IWC lapsed. Thus the legitimate creator of the double chronograph revisited his own invention, rationalising it further and recreating a purer designed version. He therefore took his cue from the Valjoux 7750 chronograph movement. For the purist Habring, assembling mechanisms on the same cam was not only a more reliable solution given subsequent handling, it also respected the modern design of the basic movement invented by Edmond Capt. And so the Doppel was born. This technically outstanding piece immediately found its place in watchmaking history and to this day remains a rarity.

Habring Uhrentechnik OG currently employs 3 watchmakers and crafts by hand just over a hundred fine watchmaking pieces a year. Although the workshop's master watchmakers create only small series, their talent and inventiveness are well known to connoisseurs. Following its participation in the Geneva watchmaking Grand Prix, among other prestigious awards, Habring2 was awarded the Best sports watch prize in 2012, and the 'Petite Aiguille' prize (for watches under CHF 7,500) in 2013.

About Horlogerie-Suisse

www.horlogerie-suisse.com is the leading French-speaking watchmaking site. It was founded in 2001 by its owner, Eric Cosandey, master-watchmaker and professor at the Geneva Watchmaking School.

The site offers a large amount of regularly updated learning content relating to watchmaking techniques, with in-depth analyses and articles. It advertises job vacancies in the field and is linked to a forum regularly visited by a great many collectors, watchmaking enthusiasts and professionals, all of whom act as the industry's ambassadors.

The www.horlogerie-suisse.com site offers 3 information channels:

- *News: All the latest news on watchmaking brands*
- *Training: Theory of watchmaking, history of watchmaking, watchmaking posts and articles on the industry*
- *Forums: Debates between watchmaking enthusiasts and professionals, with around 10,000 subscribers to the watchmaking forums.*

The statistics show the excellent positioning of the www.horlogerie-suisse.com site in the watchmaking web landscape: when it comes to searches and queries, it is regularly featured at the top of Google results. Traffic statistics are very high with an average of 9,000 to 13,000 visitors per day. In the last 12 months, www.horlogerie-suisse attracted 3.5 million visitors and clocked up more than 6 million page views.

This year, a total makeover improves the site's elegance and legibility, whilst preserving a highly neutral stance. The sober graphic identity is now uniform over the whole website and is adaptable to all screen sizes.

HABRING
Uhrentechnik OG

Hauptplatz 16
9100 Völkermarkt
AUSTRIA

www.habring.com