

Longines Spirit “The Pioneer Spirit Lives On”

The Longines Spirit collection is designed in the same manner as the timepieces of the famous pioneers as they conquered the air, land and sea relying on their Longines time instruments. Legendary aviators and explorers like Amelia Earhart, Paul-Emile Victor, Elinor Smith and Howard Hughes put their trust in the winged hourglass brand on their incredible journeys. Today, Longines presents new timepieces that are a testimony to their pioneering spirit. A glowing tribute to these exceptional men and women who, by a record, an exploit or a display of courage, have left their mark on history - encouraging new generations to push the boundaries. All models from the Longines Spirit collection come with state-of-the-art technology, resulting in highly accurate movements that are all Chronometer-certified.

Longines watches and devices, thanks to their reliability, accuracy, robustness and original technology, have contributed to the success of numerous pioneering exploits. They have accompanied explorers on their journeys to the last unknown lands, defied extreme weather, navigated wild oceans and played a part in opening up new air routes and establishing aviation records.



Numerous explorers and aviators have placed their trust in and even entrusted their lives to Longines. The brand has equipped a host of adventurers with their precision tool watches: Amelia Earhart, Paul-Emile Victor, Elinor Smith and Howard Hughes are foremost among those who benefited from its expertise as they conquered air, land and sea.

The Longines Spirit collection brings this rich heritage back to life. Linking history with innovation, the new models take traditional features from pilot's watches and combine them with contemporary lines and codes. The oversized crown, the flange, the pronounced step around the crystal, the font of the dial, the diamond shape indexes and the large, luminous “baton” hands are all elements drawn from the days of pioneering aviation. Reworked and updated, they blend harmoniously with the overall contemporary design. In addition, great care has been taken with the various finishes on the details, whether brushed, matt, polished or in relief.

The Longines Spirit's elegance is equalled only by its state-of-the-art technology. Longines has fitted this range exclusively with self-winding movements (L888.4 and L688.4) with silicon hairsprings to guarantee extreme accuracy and increased longevity. The calibres, with a power reserve of 64 and 60 hours respectively, are chronometer-certified by the Official Swiss Chronometer Testing Institute (COSC). The advanced technology of this new collection is also complemented by the domed sapphire glass with multi-layered anti-reflective coating on both sides, screw in crown, and engraved case back secured with six screws.



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Available in three hand/calendar models (40 mm and 42 mm) and a chronograph (42 mm), it comes with a matt black, grained silver or sunray blue dial, all stamped with five applied stars. In the Longines tradition, this has always signified an improvement of the quality and reliability of the brand's movements. Five stars is the maximum number that can be achieved. The case is adorned with a steel bracelet, or a leather strap in dark brown, light brown or blue. The three-hand/calendar watch is also available in a "Prestige" edition with three interchangeable straps (steel, leather and NATO in brown leather).

With the new Longines Spirit line, the winged hourglass brand proudly aligns itself, as its rich heritage entitles it to, with the legendary pioneers who placed their trust in it. The collection celebrates those heroes of the past and their state of mind that has never dated: one of an ambition to perform well and a quest for excellence.



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The Pioneer Spirit Lives On... The new Longines Spirit collection is bringing back to life the pioneering spirit that led exceptional men and women to surpass themselves, pursue new ambitions, and believe in the impossible. Their stories are closely entwined with Longines. They are captivating, surprising, and above all inspiring. Here are some of their most impressive successes.

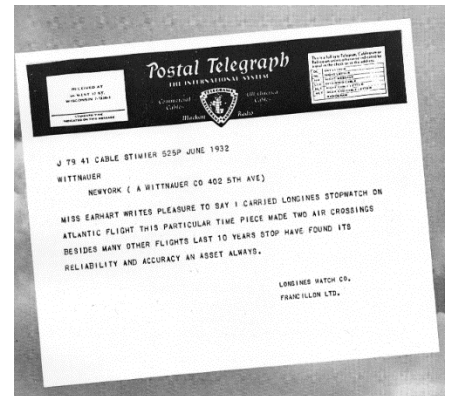


Amelia Earhart 14 hours and 56 minutes

That is how long it took to Amelia Earhart to fly solo non-stop across the Atlantic in 1932, wearing her Longines chronograph. Thanks to her fearless spirit, she succeeded in fighting icy winds and mechanical failures, becoming the first woman to connect the continents. Before that, in 1928, she had already been the first woman to ever fly over the Atlantic, as a co-pilot.

"I have often said that the lure of flying is the lure of beauty."

Amelia Earhart, Aviator



Paul-Emile Victor Up to -40° for 49 days

Paul-Emile Victor spent 7 weeks crossing the Greenland ice cap in 1936. Even in the harshest weather conditions, his Longines chronometers continued to work accurately, helping him to calculate longitude. "These watches made the difference between failure and success" Victor later stated. He devoted his whole life to polar expeditions.

"The only thing we are sure to fail is that which we do not attempt."

Paul-Emile Victor, Explorer

Je me souviens avec émotion du trois chronomètres Longines que j'ai emportés pour le calcul de la longitude au cours de notre traversée du désert de glace du Groenland en 1936. Ces chronomètres représentaient la différence entre l'échec et le succès.

Cette expédition était d'une importance capitale pour moi. Elle devait, en effet être suivie par 14 mois vécus comme un défi, pour les épreuves, adaptés par une famille arctique, loin de tout confort civilisé. Ces 14 mois étaient nécessaires pour compléter mes enquêtes ethnographiques sur la civilisation arctique - celle des érudits d'aujourd'hui, mais pratiquement inconnus.

Le jour où, 50 ans plus tard, le résultat de ces enquêtes. Il n'a vu le jour aujourd'hui que grâce à l'aide du monde Longines. Ils montrent ainsi l'intérêt qu'il faut aux problèmes de la science.

Il ne s'agit plus ici, seulement de vendre des montres....

Paul-Emile Victor
1993



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Elinor Smith 32,576 feet

While flying at 30,000 feet in 1931, American aviator Elinor Smith blacked out. She was trying to break a record, when her plane dropped towards the ground. Smith woke up at the last minute and managed to land safely. Ten days later, she soared even higher and set a new record at 32,576 feet, relying on her trusted Longines watch. After becoming the youngest licensed pilot in the world at 16, Smith set multiple solo endurance, speed, and altitude records in her lifetime.

"Children must be allowed to dream and have a horizon to work toward. For me there was only one path: I knew from age six that I wanted to fly."

Elinor Smith, Aviator



Howard Hughes 3 days, 19 hours, 14 minutes

Howard Hughes' round-the-world flight record was timed by Longines in 1938. The eccentric American is famous for his twin passions: aviation and the world of film. He is the best-known user of the Longines Sidérophore, an on-board device for celestial navigation that was patented by Longines. The crew in Howard Hughes' aircraft relied on Longines chronometer watches, set to Greenwich Civil Time and to Greenwich Sidereal Time, and wore Longines Second-Setting watches for observation.

"Do the impossible, because almost everyone has told me my ideas are merely fantasies."

Howard Hughes, Pilot and Entrepreneur

ELINOR SMITH'S LATEST EXPLOIT

accomplished with

Longines

Timepieces Exclusively!

On her recent flight in which she broke all previous altitude records for women, Miss Elinor Smith entrusted her plane and her life to the performance of her Longines Timepieces.

Her acknowledgement of Longines dependability was expressed in the following telegram:

"Happy to advise you of new altitude record just accomplished again exclusively with Longines Watches. Watches functioned perfectly at all times. Too much cannot be said of their performance under such extreme conditions."



Based in Saint-Imier in Switzerland since 1832, the watchmaking company Longines wields expertise steeped in tradition, elegance and performance. With generations of experience as official timekeeper of world championships, and as partner of international sports federations, Longines has built strong and long-lasting relationships in the world of sport over the years. Known for the elegance of its timepieces, Longines is a member of Swatch Group Ltd., the world's leading watch manufacturer. The Longines brand, with its winged hourglass emblem, is established in over 150 countries.