

For Immediate Release



CHOPARD

Champion Racing to the Clouds with Chopard

Swiss luxury watch and jewelry Maison set to join the No. 38 Champion Porsche 911 GT2 RS Clubsport in Colorado for The Broadmoor Pikes Peak International Hill Climb, brought to you by Gran Turismo.

Champion Porsche is delighted to announce Chopard as the latest sponsor to join their return to racing at this year's 99th running of The Broadmoor Pikes Peak International Hill Climb, brought to you by Gran Turismo, being held on Sunday, June 27, 2021. The No. 38 Champion Porsche 911 GT2 RS Clubsport will be piloted by famed French racer Romain Dumas, current record holder up the 12.42mile, 14,115ft elevated course. Dumas has been an official Chopard Ambassador since 2014 and has sported timepieces from the Maison's *Classic Racing Collection* for several important races, including his three previous Pikes Peak wins in 2014, 2016, 2017, and 2018.

"We're extremely excited to have the luxury brand Chopard onboard with us in our return to racing this year at Pikes Peak," said Mitra Maraj, Champion Dealer Principal. "The level of high-end luxury Chopard offers to their clientele matches that of our own, and having our two brands together is the perfect complement for one another. Now with time drawing closer to race day, we have our sights even more set on capturing that coveted King of the Mountain title for both ourselves and Chopard."

About Chopard

Founded in 1860, Chopard, The Artisan of Emotions, perpetuates the heritage of traditional know-how and ancestral crafts through contemporary and ethical creations. Cultivating limitless creativity, which enables everyone to find precious objects within Chopard collections that are in tune with their own nature, the Maison takes craftsmanship to peak levels through the work of passionate and experienced artisans. Moreover, since July 2018, the Maison has been the first watch and jewellery maker to use 100% Ethical Gold for the production of all its watches and jewellery. Today, Chopard is run by the Scheufele family and masters more than 50 professions at its three production sites, where particular attention is paid to internal training and the transmission of know-how. The Maison lives in step with its prestigious partnerships: a loyal official partner to the Cannes Film Festival since 1998, it has also been the official timekeeper of the legendary Italian 1000 Miglia classic car race since 1988.

Ends

Contact: Champion Porsche Marketing
+1 (800) 940 4020
marketing@championporsche.com

Contact: Chopard USA
Denise De Luca
denise.deluca@chopard.com