



Race car driver Ryan Tveter (left) and Martin Bärtsch, managing director of CIMIER Swiss Watches (center), have reached an agreement that will see CIMIER represented in an auto race for the first time beginning with its appearance on Tveter's Star Mazda car (right) this weekend in an event at Baltimore's Inner Harbor.



CIMIER Swiss Watches to Partner with Tveter For Remainder of 2012 Star Mazda Season

OYSTER BAY, N.Y., Aug. 29 — Up-and-coming race car driver Ryan Tveter is pleased to announce that established Swiss watchmaker CIMIER will be his primary marketing partner for the last three events in the 2012 Star Mazda Championship presented by Goodyear.

Tveter, of Oyster Bay, N.Y. and Zurich, Switzerland, drives Team GDT's No. 33 in the junior open-wheel series that is part of the Mazda Road to Indy program.

The Star Mazda series' last three events of the year will be held during events that feature three different international headlining series, reflecting the demographics of CIMIER's target customer. The series will be part of the Grand Prix of Baltimore presented by SRT Aug. 31-Sept. 2 when the IZOD IndyCar Series and the American Le Mans Series visit Baltimore's Inner Harbor. It then travels to Mazda Raceway Laguna Seca in Salinas, Calif., Sept. 7-9 to support a Grand-Am Rolex Series event. Its season finale is Oct. 17-20 at one

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of the American Le Mans Series' premier events, the Petit Le Mans at Road Atlanta in Braselton, Ga.

CIMIER, headquartered in Baar in the Swiss canton of Zug, combines tradition with contemporary design in its watches, which also offer an excellent value-to-cost ratio. Watch enthusiasts are very familiar with the timepieces, which were first launched in 1924 and experienced a revival in 2003 through the work of Martin Bärtsch, founder and managing director of Montres CIMIER AG. Today the small watch manufacturer creates over 30,000 high-quality mechanical and quartz watches for both men and women and exports them to 18 countries. The collection consists of approximately 20 models in many different color and material combinations.



Ryan Tveter (left) and CIMIER's Martin Bärtsch have fun as Tveter explores watchmaking tools at the CIMIER Watch Academy in Baar, Switzerland.

The company's tagline is "Fascinating Time," which is something Tveter has at each of his races. He is excited to bring the excitement of auto racing to CIMIER and its customers.

Tveter, 18, a freshman at Lehigh University in Bethlehem, Pa., is not the only athlete associated with CIMIER. Some of the company's other brand ambassadors include pro golfers Edoardo Molinari and Caroline Rominger; figure skater Sarah Meier; former FIFA referee Massimo Busacca and snowboarder Tanja Frieden. The musician Seven is also part of the CIMIER family.

"We are very excited to welcome Ryan as one of our CIMIER Swiss Watches brand ambassadors," said Bärtsch. "Ryan embodies the passion and discipline that are hallmarks of the CIMIER brand. He has the right personal qualities of determination and integrity to help us connect to customers in the United States who value the exceptional quality and price/performance delivered only in a CIMIER Swiss Watch. Formula-car racing is a new sport for us and we are looking forward to experiencing the excitement of motorsports with Ryan as a young, up-and-coming driver. The formula-car racing audience — intelligent, well-educated

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and value-conscious consumers — appears to be a compelling fit for the CIMIER Swiss Watches brand, and Ryan is a terrific ambassador for CIMIER and for the sport.”

“I feel really honored to represent CIMIER Swiss Watches,” said Tveter, who wears CIMIER Model 6108. “CIMIER is a young, dynamic company with a passion for excellence and performance. There is something very personal about a CIMIER watch because it is expertly made by hand at the CIMIER workshop in Switzerland. Everything about my CIMIER watch is perfect. I love that it has a sapphire crystal; a one-tenth-second timer and a high-tech, breathable, waterproof strap. The folding clasp is also really great; it can never fall off my wrist. I can wear my CIMIER watch for everything from racing to scuba diving and to meetings and dinners. It’s really beautiful, durable and incredibly comfortable.”

The CIMIER logo will be featured prominently in several places on Tveter’s car along with the logo of another one of his marketing partners, Motorola Mobility, LLC.

For more information on CIMIER, see its Web site at Cimier.com. For more information on Tveter, see his Web site at RyanTveter.com and his videos on YouTube. Fans can also interact with him through Facebook and Twitter. The Star Mazda series’ Web site is at StarMazda.com.

About CIMIER Swiss Watches

CIMIER is a Swiss watch brand that has been combining tradition, innovation and quality since 1924. Solid functionality and timeless design reflect the elegance of CIMIER’s watches. In addition to its popular quartz watches, CIMIER also offers a wide range of mechanical models. All CIMIER watches have an attractive price–performance ratio. Customers who would like a unique watch can tailor their own CIMIER model under expert guidance at the CIMIER Watch Academy in Baar, Switzerland. CIMIER’s ambassadors include various renowned personalities such as Massimo Busacca, Tanja Frieden, Seven, Sarah Meier, Caroline Rominger and Edoardo Molinari.

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