

"It's Lights Out and Away We Go"
F1 Commentator David Croft Teams Up With
Brooklands Watch Company

London 25 March 2024 – F1 commentator David Croft has teamed up with Brooklands Watch Company to celebrate the launch of their limited edition Triple-Four Racing Chronograph.

David will feature in a series of short video films on Brooklands Watch Company's social channels throughout the year about timekeeping excellence, British racing car design and Brooklands historic racetrack.

David Croft said:

"I love that Brooklands Watch Company is bringing back some of the unique characteristics that made the historic Brooklands track in Surrey such a wonderful place for cars to race - within the watch itself. From the tread on the strap to the banking that mirrors the angle of the banking at Brooklands race track, the detail of the Triple-Four Racing Chronograph is just stunning.

While the Triple-Four has a huge amount of Swiss watchmaking expertise, you know this is a quintessential British design by the way it's presented with a nod to the days of glorious motor racing. There's a place in this digital age for digital time pieces. But they don't look as good, do they? They don't feel as good. When you pick them up, you can't hear that little shake of the mechanism. Some things are proper."

"I'm utterly delighted to take possession of the Triple-Four chronograph. My Brooklands' watch is going to fit in very nicely in the Formula 1 paddock."

Simon Jeffs, founder Brooklands Watch Company, said:

"I'm thrilled that David is working with us. Motor sport is all about precision timing and so is Brooklands Watch Company. So who better to wear our Triple-Four Racing Chronograph than the legendary F1 commentator himself? With Croft's passion and enthusiasm, it's only fitting that he enjoys the Triple-Four Racing Chronograph with its rich motoring heritage and innovative design."

ABOUT David Croft

David Croft is a British television broadcaster and F1 commentator. Known for his passion, knowledge and ability to explain complex technical concepts in a clear and concise way, 2024 is David's 19th season covering the sport. Hugely popular with F1 fans, he is recognised globally for starting races with his famous catchphrase "It's Lights Out and Away We Go!"

Contact:
Dan Green
Managing Director
Represent Talent Management
E: dan.green@representtalent.com
T: 07973 617922

About Brooklands Watch Company

Aeromechanical engineer and amateur racer Simon Jeffs created Brooklands Watch Company in 2017, launching the debut Triple-Four Racing Chronograph in 2022. Designed by Sir Terence Conran and limited to 500 pieces, the timepiece is inspired by Brooklands, the home of British motoring and aviation. The Swiss-made stainless steel 12-hour racing chronograph features a Sellita SW500 movement, 43mm polished bezel, bi-compax sub-dials and exquisite design details recalling the record-setting historic Napier-Railton racing car. www.brooklandswatches.com

Contact:
Howard Rombough
Public Relations
Brooklands Watch Company
E: hbrombough@gmail.com
T: 07905 202872

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