



Tissot and Fencing An Inspired Combination of Tradition and Innovation

One of the oldest of sports and one where precision and timing are crucial, Fencing is an obvious choice for a watchmaking company and a perfect illustration of Tissot's adage of "Performance by Tradition". Combining dexterity with speed, Fencing champions need constantly to innovate their techniques in order to surprise their opponent, to the delight of spectators. Tissot is therefore proud again this year to be the official timekeeper of the test event in Beijing, a living illustration of tradition and innovation, which are the underlying pillars of the Tissot brand.

Modern fencing can be seen as finding its first beginnings in the dueling that evolved from 16th century rapier combat, although sword fighting itself has existed since ancient Egypt. It can therefore be seen as one of the most traditional of sports, where what was at stake was literally life or death and so where precision and timing were obviously all-important. However, although firmly rooted in its past traditions, fencing as a sport has evolved and today uses the very latest in modern technology, like the Tissot brand itself, whose 154 years of watchmaking expertise act as springboard to new technological creations. Tissot is therefore proud to be partnering with this sport, which combines the spirit of performance and innovation with the beauty and grace of gesture, which makes fencing so unique.

In addition to being Official Timekeeper, Tissot is pleased again this to present the T-Touch award to the most spectacular fencing touch in all three disciplines of sabre, épée and foil for both men and women in the individual competitions. Selected by a jury of top judges, the winning "touches" will be those that show the greatest combination of dexterity, grace and innovation. The six winners will each be awarded with a T-Touch watch, which with its revolutionary touch-screen technology, elegant cutting edge design and high-level precision, is a fitting tribute to the performance and skill of the winning athletes of this prestigious world championship.

Tissot, the 'Innovators by Tradition', has been pioneering craftsmanship and innovation since its foundation in 1853. Today Tissot is a member of the Swatch Group, the world's largest watch producer and distributor. For over 154 years the company has had its home in the Swiss watch making town of Le Locle in the Jura mountains but now also has a presence in over 150 countries. The Tissot innovation leadership is enabled by the development of high-tech products, special materials and advanced functionality. With a broader, more versatile range of high-quality timepieces at an attractive price than any other Swiss watch brand, Tissot also expresses its commitment to 'democratic luxury'. As official timekeeper and partner of NASCAR®, MotoGP and the World Championships of cycling, fencing and ice hockey, Tissot, committed to respecting tradition while offering gold at a silver price, underlines its core values of performance, precision and setting new standards.