



LONVILLE

1873



rallymaster



LONVILLE

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Tuscan hills
2018 Lonville classic

WHAT IS YOUR LONVILLE MOMENT?

WE PASSIONATELY CREATE
EXCEPTIONAL WATCHES
IN SMALL SERIES FOR
WATCH AFICIONADOS



WELCOME TO THE WORLD OF LONVILLE

Lonville, founded in 1873, specialised in making limited numbers of decorated pocket watches and wristwatches. During the 1950s, the Manufacture produced fewer watches and, ultimately, the company fell silent.

In 2007, a small group of watch enthusiasts, having rediscovered Lonville, decided to revive the brand, imbuing it with a new lease of life. Today, Lonville continues to uphold the original strategy of producing limited volumes of watches, crafted to an exceptional standard.

The styling of the present-day models is influenced by historical Lonville timepieces, classic cars, and classic yachts. Each model is painstakingly crafted for the enjoyment of fellow watch collectors and aficionados.

Since the re-establishment, the Lonville team has worked closely with exceptional craftspeople in Switzerland. Traditional hand craftsmanship, along with cutting-edge methods have allowed the firm to make high-end, no-compromise watches in small volumes.

Depending on the model, watches are produced in limited numbers, typically 18 or 88 pieces. Small series and our meticulous attention to detail deliver a unique ownership experience that has been largely lost in today's mass production society.



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rallymaster

Rallymaster is Lonville's latest watch. Our objective was to create 'the ultimate classic rally watch' using our decade-long experience in classic car rallies. This means robustness, reliability, readability as well as a timeless elegant appearance.

Dial colours are inspired by some of our beloved classic cars, race teams and drivers — it is our way to show respect.* From the outset, we also always intended for the Rallymaster to have a more accessible cost of ownership compared to our flagship Virage.

The Rallymaster's robust stainless steel 40mm case is perfectly suited for 'real-life' rally usage. Polished and brushed surfaces are juxtaposed, granting a sumptuous appearance, while the 'twisted' lugs, exude elegance.

The dial is enriched with a sunburst. The three sub-dials are snailed and the indexes are hand applied. The alpha-style hour and minute hands encompass Lonville's classic design influences while remaining eminently legible. The slender central chronograph seconds hand is enriched with a red, openworked tip, augmenting eye-appeal and facilitating read-off in the heat of competition.

Housed within the Rallymaster is the LV3 chronograph movement. This automatic movement is finished to a high standard and incorporates blued screws along with Lonville's signature blue engraving. The movement is visible via a sapphire case back.

Rallymaster is built in 88 numbered pieces. This ensures your Rallymaster will remain a rare sight, whether hard at work during a rally or showing its handsome looks at a cocktail party.

What is impossible to describe is the amount of passion, attention to detail and craftsmanship that has gone into each single detail of the Rallymaster. This remains for you to explore.

* Lonville is not endorsed by any of these iconic car brands, teams, heroes or drivers, we just admire them.

Nobody remembers who finished second.

Lonville classic rally

Barolo, Piemonte, Italy



WHAT IS YOUR LONVILLE MOMENT?



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Hamilton Black

88 pieces



LONVILLE

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Ecosse Blue

88 pieces

Rallymasters don't doubt.

2018 Lonville classic

Tuscany, Italy



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WHAT IS YOUR LONVILLE MOMENT?



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Corso Red

88 pieces

I am not a driver, I am a racer.

Stirling Moss
(1929 - 2020)



LONVILLE

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rallymaster



Stirling Green

88 pieces

rallymaster



LONVILLE

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rallymaster



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SPECIFICATION

Case	40mm diameter, stainless steel, brushed and polished, saphire back
Lugs	Twisted lugs
Closure	Deployant, stainless steel, brushed and polished
Movement	LV3 Sellita enhanced, 28,800vph, 25 jewels, 48 hours autonomy, small second at 9 o'clock, blued screws, blue engraving, perlage and Côtes de Genève motif
Functions	Tachymeter, Chronograph
Hands	Lonville Alpha Hands with Super-LumiNova, open tip chrono second
Dial	Sunburst, hand applied indexes, snailed chrono registers, Super-LumiNova at 12, 3, 6 and 9 hour
Strap	Leather or canvas, subject to model
One of 88	Each watch is individually numbered, with its own limited number

Right on time for lunch
2018 Lonville classic, Piemonte

WHAT IS YOUR LONVILLE MOMENT?



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CALIBRE LV3

The Rallymaster is equipped with the Calibre LV3, made by movement specialist Sellita. This self-winding movement was selected for its comparative robustness, making it ideal for classic rally use or daily wear.

The movement is constructed in La Chaux-de-Fonds, a Swiss city synonymous with fine watchmaking. The frequency of the balance is 28,800 vph (4Hz) and the movement contains 25 jewels. Once fully wound, the watch will run autonomously for 48 hours.

Upholding Lonville's reputation for excellence, the Calibre LV3 is endowed with numerous enhancements. The main plate and barrel bridge feature perlage, while the automatic device bridge and rotor are decorated with Côtes de Genève motif. Blued screws uphold fine watchmaking practise.

The rotor incorporates blue Rallymaster engraving and is openworked.



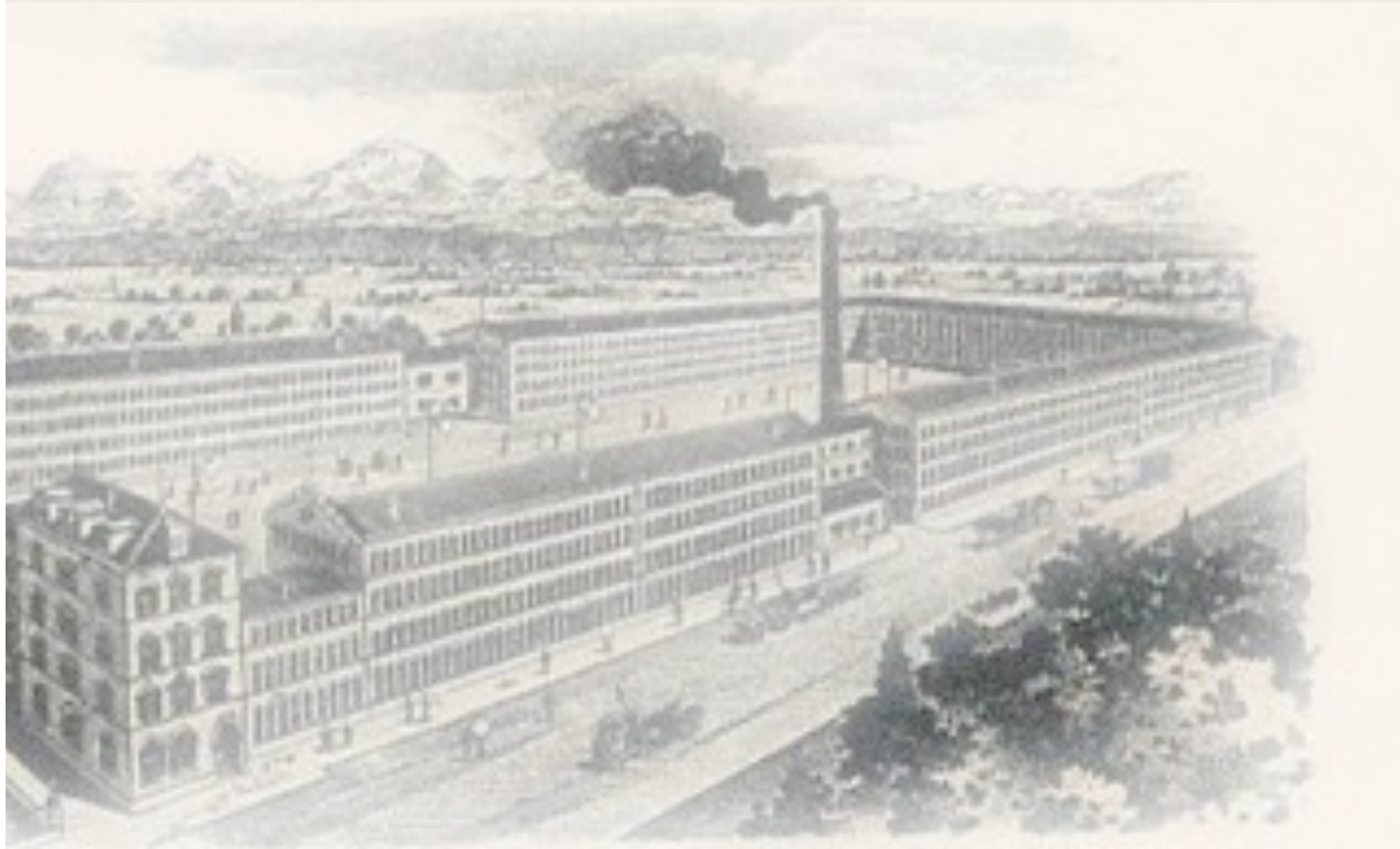
LONVILLE

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Note: the final rotor will be partially openworked, allowing the wearer to see more of the finely decorated movement.

The Lonville Manufacture in Langendorf, Switzerland (circa 1900)



DEEP HISTORICAL ROOTS

The Lonville story started in 1873.

John Kottman from Solothurn, Switzerland established Lonville in 1873, making watches in nearby Langendorf. From the outset, the company shunned the mainstream market and chose to focus on small scale production, finishing each watch, including the movement, to an exalted level.

Despite Langendorf becoming a prominent watchmaking enclave, Lonville stayed true to its origins, making specialist timepieces. It focussed on key markets such as the United States. The famous watch and jewellery distributor, Harry Rodman of New York, praised the quality of Lonville's products and acted as the firm's distributor.

Today, Lonville craft high-end watches, constructed with fine Swiss components and delivering high levels of precision. This achievement did not happen overnight. Indeed, it took over 10 years to refine the cases, dials and hands to a standard worthy of the Lonville name. It is this unwavering obsession with quality and the brand's limited production volumes that provide a rare and enjoyable ownership experience.

Introducing Lonville Watch Company — a hidden gem

June 14, 2016 | By Adam Sofineti in Interviews | 3 Comments



ASTON MARTIN WORKS

INVITATION

AN AFTERNOON WITH LONVILLE AT ASTON MARTIN WORKS
IN NEWPORT PAGNELL — THE HISTORIC HOME OF ASTON MARTIN

SATURDAY 29 April 2017 — 2.30pm
ASTON MARTIN WORKS, TICEFORD STREET, NEWPORT PAGNELL



12th November 2017

WATCHES & JEWELLERY

Under the loupe, the lines looked laser-sharp, the detail and the combination of layered textured surfaces, is captivating. There is detail behind the detail — behind the detail...

The electric excitement, passion bordering on obsession with the product is remarkable. The result is a distinct product that certainly deserves a serious consideration of ownership if looking for a bespoke timepiece born out of a desire to create something quite outstanding.



Lonville one of the top 5 highlights at the 2017 Salon QP at the Saatchi gallery, the UK's premier luxury watch fair.

Ambrose Lancaster
- Time Transformed.

The New York Times

THE NEW YORK TIMES INTERNATIONAL EDITION

54 | THURSDAY, NOVEMBER 2, 2017

BEHIND THE BRAND

A labor of love

Since 2007, Joost Vreeswijk has been developing a new life for Lonville watches

LONDON

BY MELANIE ABRAMS

Joost Vreeswijk isn't your usual watch company owner.

In his day job, he is a managing partner at Ernst & Young, advising multinational companies on operating models and business restructuring.

But since 2007, Mr. Vreeswijk also has been creating a new Lonville, the Swiss watch brand established in 1873 that had stopped operations in the early 1950s.

"I didn't start Lonville to make it my only work," said Mr. Vreeswijk, 46, adding that he did it "to create something I really loved."

In late 2015, Mr. Vreeswijk introduced two new Lonville models, Virage and G24, and is presenting six variations of those models this week at the Salon QP watch event in London. (Each variation is a limited edition of 18 or 24 pieces, which will be personalized with names and numbered; prices are 23,900 to 9,100 Swiss francs, or \$24,535 to \$9,340.)

Virage's four variations made in the brand's LVI caliber, a movement made in the watchmaking heartland of La Chaux-de-Fonds, Switzerland, and the quirky names like Kind of Blue (for the jazz album by Miles Davis, a favorite of Mr. Vreeswijk's) and Fuel Tank. (Its power reserve indicator looks like a car's fuel gauge.)

There are two variations of G24, which has the LV2 caliber made in Les Brenets, Switzerland, was designed by

Matthew Humphries, the creator of the Morgan Aeromax sports car. It was named for a Lonville prototype worn by Gabriele Gardel when he won his class at the 24 Hours of Le Mans race in 2011 at the G is for Gabriele and 24 is for the 24 hours of the race," Mr. Vreeswijk said.

The cases are manufactured and both models are assembled in Lugano, Switzerland, near Lonville's headquarters.

"I didn't want to recreate or reissue something Lonville did in the past because there are lots of reissues," Mr. Vreeswijk said. "I thought it would be better to be original and create something fresh."

A watch collector since his university graduation in the Netherlands, Mr. Vreeswijk stumbled across the Lonville brand during an online auction, where he bought a gold-plated Lonville pocket watch from the early 1900s.

"I loved the fact that the last watch was in the '50s," he said, "as I love the '50s and '60s because of the glamour, the music and some of the most beautiful watches were made then." (His collection includes Jaeger-LeCoultre Memovoxes, a gold-plated JWC dress watch and others from the era.)

"My dream for a while was to start my own watch company," Mr. Vreeswijk said. And the timing was right, too, as he had his own business consulting company so "no one could tell me what to do." (He sold it to Ernst & Young in 2010, when he became a company partner.)

The transition from watch collector to company owner was difficult. "Most doors in the first two years were slammed in my face," he said. "What is interesting is that you show up with a half-decent job in your day-to-day life and the supplier of cases is looking at you thinking, 'I'm not going to waste my time with this guy.' So they are very contradictory words."

Among his friends and acquaintances, he found seven investors — from backgrounds such as retailing, yachting and video production — to take 1 percent each of the company. They bring, Mr. Vreeswijk said, "experience, expertise and networks" to the effort. And one is the company's full-time general manager, Matt Faoro.

Mr. Vreeswijk acknowledges that he will need more money to develop the company, so he is selling more shares to

the customer to pay me before I've even made the watch," he said. "I can use my cash to keep the boat floating."

"What I've done is different from what you see happening in the watch world right now," he continued. "You have the Kickstarter model, which is a flurry of start-ups which makes one model that is a cheap version of classics, and the classic large watchmakers. I am and the classic large watchmakers that trying to make a niche business that deals directly with the customer, cuts out working capital and develops a group of like-minded people."

Lonville watches are sold online, but Mr. Vreeswijk also holds events for about 50 guests each in cities such as London and Amsterdam. And his preference for such personal interaction with potential buyers is what prompted him to bring "what we have so far," as he described the selection, to the independent's room at Salon QP.

"I don't want to be in a big market square shouting louder than the person next to me because this isn't the right feeling of buying a beautiful watch," he said.

Lots of watch companies are working to create communities of owners these days but few have Lonville's flair.

Two days after Mr. Vreeswijk met with a reporter in the art-filled Ernst & Young London overlooking the Tower of London, he headed to Inverness, Scotland, and the seventh annual Classic car rally. He and his Jaguar E-Type sports car were

22 watch owners and car enthusiasts in their 14 vintage cars for a four-day run through the city and the Highlands: "Whiskey, Wheels and Watches," as the poster promised. And the 2018 event, already a thing I liked as I could-

"It started as a thing I liked as I couldn't find anything like this, and it's created a real experience of having fun with friends, even though we might not know each other beforehand," Mr. Vreeswijk said.

(Coincidentally, on this particular day he was wearing the Fuel Tank watch. It's the Lonville he wears most often, he said, because "it's car related, the first one I made — and coming from an engineering as well as business background, I love the mechanical idea that you can see how far the watch is wound."

For Lonville's next models, Mr. Vreeswijk is planning to collaborate with designers from other industries, like speedboat designers, "as they come to it a little bit differently, like me," he said.

For his own future, "Will I ever live on Lonville or retire on it? I don't know," he said. "Maybe I have an unfair advantage in that I am passionate about it, and a co-

PHOTOGRAPHS BY ILLUSTRATED QUADRANT FOR THE NEW YORK TIMES

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HOW TO GET HANDS ON WITH LONVILLE.


LONVILLE
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JOIN THE OWNERS CLUB

Lonville invites discerning individuals to join its Owners Club, a group of like-minded individuals who appreciate the scarcity and quality of the brand's watches. Made in limited numbers, Lonville owners can look forward to an attentive and personal relationship with the brand that extends beyond the initial purchase to rally participation or other events.

The Lonville team will happily impart additional information, explain the rationale for each detail and describe how each model was created.

Each Rallymaster is engraved with its own individual limited-edition number. In addition, we also offer the option of engraving the case with the name of the owner or perhaps a special occasion or loved one.

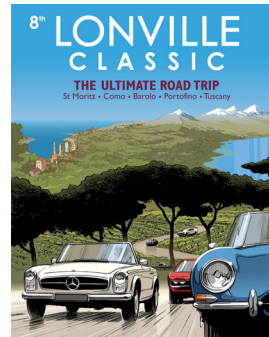
I am looking forward to you joining the Lonville Owners Club.

Joost Vreeswijk
proprietor

info@lonville.com
#lonville

“An enjoyable and unique event”

Classic Car Magazine



Visit www.lonville.com/lonville-classic/

The Lonville Classic brings together old and new friends for a magical weekend where we share our common passion for classic cars and la dolce vita.



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Lonville is a proud member of #TheWatchMakersClub.