



LONVILLE

LUGANO



*rallymaster*





LONVILLE  
LUGANO

Tuscan hills  
Lonville classic

WHAT IS YOUR LONVILLE MOMENT?



WE PASSIONATELY CREATE  
EXCEPTIONAL WATCHES  
IN SMALL SERIES FOR  
WATCH AFICIONADOS



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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 from Lugano, 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.

**Welcome to the world of Lonville.**

# rallymaster



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.

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.

Visible via a sapphire case back 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. 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.



Nobody remembers who finished second.

Lonville classic rally

Barolo, Piemonte, Italy



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Hamilton Black  
88 pieces





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Ecosse Blue  
88 pieces



Rallymasters don't doubt.

Lonville classic

Tuscany, Italy



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Corso Red  
88 pieces



I am not a driver, I am a racer.

Stirling Moss  
(1929 - 2020)



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Stirling Green  
88 pieces



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## SPECIFICATION

Case	40mm diameter, stainless steel, brushed and polished, sapphire 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, hand stitched
One of 88	Each watch is individually numbered



Right on time for lunch  
Lonville classic, Piemonte

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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

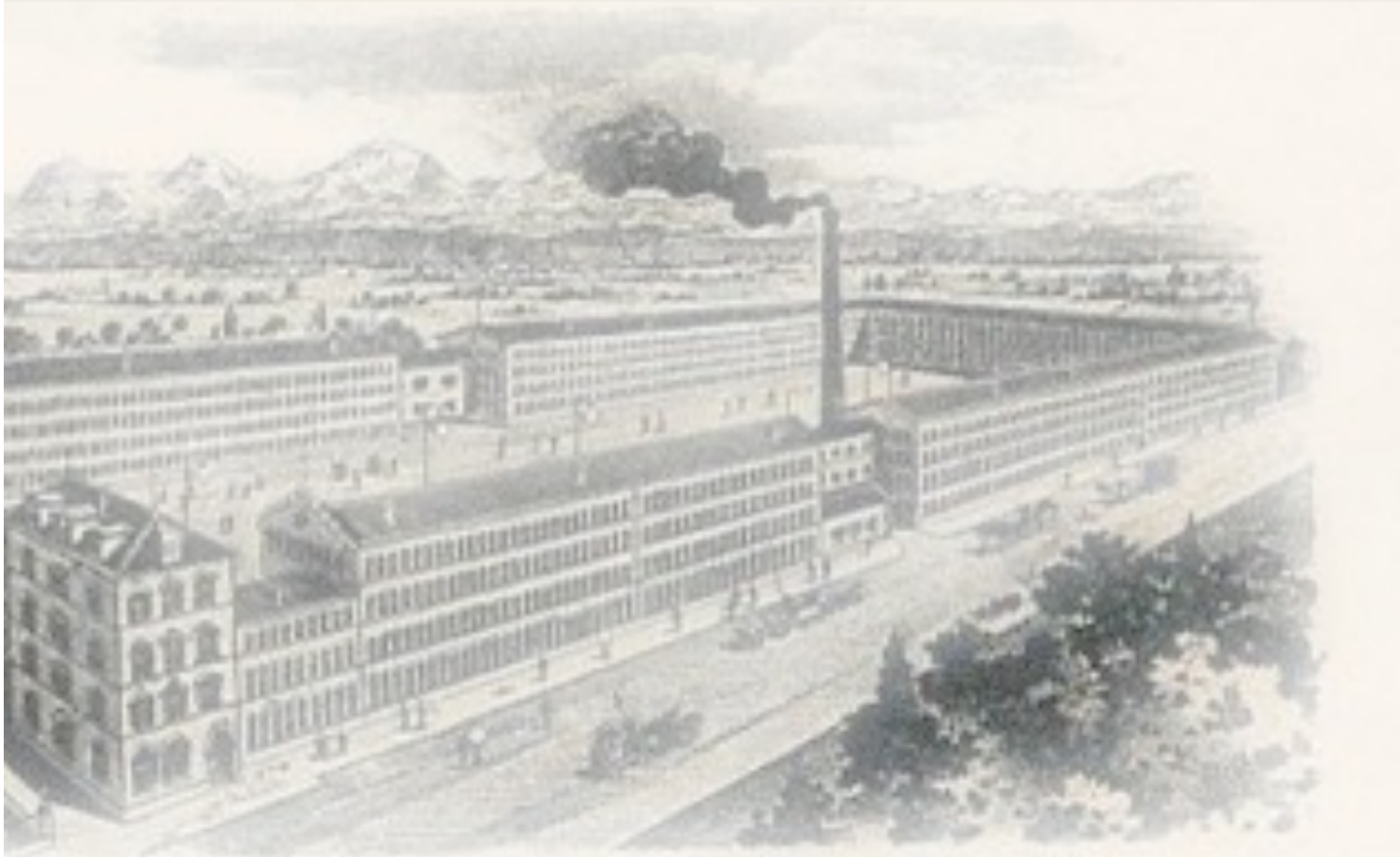
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Note: the final rotor will be partially openworked, allowing the wearer to see more of the finely decorated movement.



*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.





HOW TO GET HANDS ON WITH LONVILLE.



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## 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

[info@lonville.com](mailto:info@lonville.com)

[#lonville](https://www.instagram.com/lonville)



*"An enjoyable and unique event"*

Classic Car Magazine



Visit [www.lonville.com/lonville-classic/](http://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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OFFICIAL TIME KEEPER:



Lonville Classic  
Car Rally

#lonvilleclassic

Concorso d'Eleganza  
Città di Lugano

#luganoeleganza

Ascona Polo Cup

#APC

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