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HEADLINE: Michael Schumacher's idea comes to life in an emotional reveal night.

NEWS EDIT

GIVRINS, SWITZERLAND (MAY 20, 2015) (ACTUA PR – ACCESS ALL)

1. SABINE KEHM, MICHAEL SCHUMACHER AGENT SPEAKING:
“We are really proud to have you all here at the launch of Michael’s innovation. Location is the riding arena of Corinna Schumacher and I’m speaking on behalf of her and of the family of Michael. We are really proud to have you here and to show you a piece that Michael kick-started and was all the time very proud about.”
2. OUTSIDE SCHUMACHER’S FAMILY RANCH
3. PHOTOGRAPHER AT THE LAUNCH EVENT
4. FRANCOIS-HENRY, BENNAHMIA, CEO OF AUDEMARS PIGUET SPEAKING:
“What is unbelievable when you see a legend, a guy that won 7 World Championships being able to look at the watch I got a little bit of emotions but.. a watch like a child, a seven year old kid that would actually meet Santa Claus for the first time. It was his thing, he looked at it. It was not about Audemars Piguet alone anymore; he said I’m a part of this.
5. ANIMATION ON SCREEN DURING THE DINNER LAUNCH
6. (SOUNDBITE) (English) SABINE KEHM, MICHAEL SCHUMACHER’S MANAGER AND SPOKESPERSON, SAYING:
“We are happy to say, still he does improvement and I say this always considering he severances of the injury he had, but of course it will take a very long time for everybody involved to fight and we are very happy to take this fight.”
7. VARIOUS MICHAEL MEETING BENNAHMIA IN LE BRASSUS IN 2013
8. (SOUNDBITE) (English) SABINE KEHM, MICHAEL SCHUMACHER’S MANAGER AND SPOKESPERSON, SAYING:
“He was very excited, because it was his idea. He kind of challenge AP with his question and to see it become live it was big excitement for him, and he wanted to be involved in every little details because he really thought it was his baby.”
9. VARIOUS OF MICHAEL SPEAKING TO DESIGNERS IN 2013
10. (SOUNDBITE) (English) SABINE KEHM, MICHAEL SCHUMACHER’S MANAGER AND SPOKESPERSON, SAYING:
“He needed and wanted to understand everything, he had a lot of explanations from the engineers to really try and understand the piece fully in order to maybe make other suggestions because in this things he can be very creative.”
11. VARIOUS OF MICHAEL LOOKING AT MECHANICS OF PROTOTYPE
12. (SOUNDBITE) (English) FRANCOIS-HENRY, BENNAHMIA, CEO OF AUDEMARS PIGUET, SAYING:
“He always wanted to dive in the mechanism to be able to understand exactly how it will work. He saw the watch, we would have never release a watch that he would have not agreed to work with, Michael doesn’t work like this. We are talking about perfectionist at the best possible level. Finally his dream came true and it came to life.”
13. MICHAEL SCHUMACHER SAYING DURING HIS VISIT IN SEPTEMBER 2013:

“3 years ago, was the first time we were talking about the project, here we talk about reality and yes I’m fascinated. It’s amazing to see something I was always looking for in my racing world to be able to have this sort of functions and piece of art and you made it possible.”

B-ROLL OFFICIAL LAUNCH EVENT

GIVRINS, SWITZERLAND (MAY 20, 2015) (ACTUA PR – ACCESS ALL)

14. SABINE KEHM, MICHAEL SCHUMACHER AGENT SPEAKING:

“We are really proud to have you all here at the launch of Michael’s innovation and Audemars made a beautiful piece out of it. Location is the riding arena of Corinna Schumacher and I’m speaking on behalf of her and of the family of Michael. We are really proud to have you here and to show you a piece that Michael kick-started and was all the time very proud about.”

15. FRANCOIS-HENRY, BENNAHMIA, CEO OF AUDEMARS PIGUET SPEAKING:

“When we were in September 2013 and Michael came to the factory and it was actually the very first time he saw the finish product, the finished watch and the smile we saw on his face was unique. And I share with Sabine over the last week, what is unbelievable when you see a legend a guy that won 7 World Championships being able to look at the watch..I got a little bit of emotions but.. a watch like a child, a seven year old kid that would actually meet Santa Claus for the first time. It was his thing, he looked at it. It was not about Audemars Piguet alone anymore, he said I’m a part of this.”

16. VARIOUS OF PEOPLE AT THE LAUNCH EVENT

17. PHOTOGRAPHER AT THE LAUNCH EVENT

18. MAN TAKING A PHOTO OF THE WATCH

19. VARIOUS OF ANIMATIONS ON SCREEN DURING THE DINNER LAUNCH

B-ROLL INTERVIEWS

INTERVIEW WITH SABINE KEHM, MICHAEL SCHUMACHER’S MANAGER AND SPOKESPERSON

20. (SOUNDBITE) (English) SABINE KEHM, MICHAEL SCHUMACHER’S MANAGER AND SPOKESPERSON, SAYING:

“He was clearly very passionate I would say, he was even enthusiastic I would say. He was very excited, because it was his idea. He kind of challenged AP with his questions and to see it become live it was big excitement for him. I’ve been with him several times in a meetings in le Brassus or in le Locle with the people from AP, and every time we drove back he was telling me about it. He was really overexcited, and he wanted to be involved in every little details because he really thought it was his baby.”

21. (SOUNDBITE) (English) SABINE KEHM, MICHAEL SCHUMACHER’S MANAGER AND SPOKESPERSON, SAYING:

“The approach of Michael to this development of the watch was very similar to the approach I have seen over the years in F1. He was always involved in all the mechanical work of the car and it’s more and less the same what happened here with the watch. He was totally in to it, he need it and wanted to understand everything, he had a lot of explanations from the engineers to really try and understand the piece fully in order to maybe make other suggestions because in this things he can be very creative, so I would say there was a very similar

approach towards the watch than when he used to be when he was still racing.”

22. (SOUNDBITE) (English) SABINE KEHM, MICHAEL SCHUMACHER’S MANAGER AND SPOKESPERSON, SAYING:

“Of course after the accident happened it was a little bit of a shock to us, but once we started speaking about the watch, for everybody involved for the family and me, there was not the slightest doubt to not continue with the project. Because we’ve seen the passion and involvement that Michael had with the watch and we are absolutely sure that this is exactly what he would wanted us to do, to present this watch to the world because he was extremely proud about it when he saw the prototype. His part of work was already finished, so we are 100% sure this is the right thing to do because this is what Michael would want us to do.”

23. (SOUNDBITE) (English) SABINE KEHM, MICHAEL SCHUMACHER’S MANAGER AND SPOKESPERSON, SAYING:

“We are happy to say, still he does improvement and I say this always considering he severances of the injury he had, but of course it will take a very long time for everybody involved to fight and we are very happy to take this fight.”

24. (SOUNDBITE) (English) SABINE KEHM, MICHAEL SCHUMACHER’S MANAGER AND SPOKESPERSON, SAYING:

“Generally time is a big issue for all the motorsport people, they constantly fight against the time. Very often time is your enemy and we have to say in Michael’s case very often time was his friend, so I have to say the relationship between Michael and time is a special one.”

INTERVIEW WITH FRANCOIS-HENRY, BENNAHMIAS, CEO OF AUDEMARS PIGUET

25. (SOUNDBITE) (English) FRANCOIS-HENRY, BENNAHMIAS, CEO OF AUDEMARS PIGUET, SAYING:

“Without bragging about it we can say it’s two legends, I mean you’re talking about Michael Schumacher the best F1 driver ever and a legendary brand Audemars Piguet in the watchmaking industry, that finally came up with something that is unique, exceptional, full of sweat and hard work behind of it and there is only pride that we could come up with to celebrate tonight’s the launch.”

26. (SOUNDBITE) (English) FRANCOIS-HENRY, BENNAHMIAS, CEO OF AUDEMARS PIGUET, SAYING:

“He was always asking why, why do we need to do this way, why it was put in a certain way not other. He always wanted to dive in the mechanism to be able to understand exactly how it will work. And when he finally saw the total watch, the watch complete in 2013 October, and he went back to his office with Sabine, and she said he was like a child that would met Santa clause, Because finally his dream finally came true and it came to life and that is exactly what I was looking for and he couldn’t wait to see the watch coming out publicly to be able to show it to the world in a sort of I did that, yes with Audemars Piguet but it was my idea, it was Michael that brought to whole thing to Audemars Piguet.”

27. (SOUNDBITE) (English) FRANCOIS-HENRY, BENNAHMIAS, CEO OF AUDEMARS PIGUET, SAYING:

“He saw the watch, we would have never release a watch that he would have not agreed to work with, Michael doesn’t work like this. We are talking about perfectionist at the best possible level.”

INTERVIEW WITH JEAN TODT, FIA PRESIDENT

28. (SOUNDBITE) (English) JEAN TODT, PRESIDENT OF FIA, SAYING:
“With Michael we have a lot of common passions, of course cars, the charity like ICM and watches. This watch is very special to Michael, very special to me.”

B-ROLL MICHAEL SCHUMACHER VISITING AUDEMARS PIGUET MANUFACTORY

SHOWS: LE BRASSUS, SWITZERLAND (MARCH 27, 2013) (ACTUA PR – ACCESS ALL)

29. EXTERIOR OF MANUFACTORY
30. MICHAEL SCHUMACHER AND SABINE KEHM ARRIVING
31. SCHUMACHER GREETED BY FRANCOIS-HENRY BENNAHMIA, AUDEMARS PIGUET CEO
32. VARIOUS OF SCHUMACHER AND BENNAHMIA TALKING ABOUT THE WATCH
33. VARIOUS OF SCHUMACHER IN THE ROOM WITH DESIGNING TEAM
34. SCHUMACHER TRYING A WATCH ON WRIST
35. SCHUMACHER EXPLAINING HIS VIEW
36. IMAGES OF ROYAL OAK CONCEPT LAPTIMER ON TABLE
37. SCHUMACHER EXPLAINING HIS VIEW

B-ROLL MICHAEL SCHUMACHER VISITING AUDEMARS PIGUET MANUFACTORY

SHOWS: LE LOCLE, SWITZERLAND (SEPTEMBER 18, 2013) (ACTUA PR – ACCESS ALL)

38. SCHUMACHER IN A MEETING, BEING PRESENTED WITH FIRST MOVEMENT PROTOTYPE
39. MAN HOLDING A MOVEMENT IN HIS HAND
40. SCHUMACHER MEETING WORKERS WORKING ON THE MOVEMENT
41. VARIOUS OF SCHUMACHER BEING EXPLAINED THE MOVEMENT
42. SCHUMACHER WATCHING THROUGH THE MICROSCOPE
43. SCHUMACHER EXAMINING THE MOVEMENT
44. SCHUMACHER TALKING ABOUT HOW HAPPY HE IS THE PROJECT IS BEING REALISED

B-ROLL PACKSHOTS OF ROYAL OAK CONCEPT LAPTIMER MICHAEL SCHUMACHER

45. VARIOUS OF ROYAL OAK CONCEPT LAPTIMER MICHAEL SCHUMACHER

STORY: Michael Schumacher’s dream finally came true on Wednesday (May 20) with the release of the watch he helped create and design. The world first mechanical chronograph with consecutive lap timing and flyback functions was presented to 80

journalists from 15 countries during an evening event held at Corinna Schumacher's ranch in Givrins, Switzerland.

"We are really proud to have you here and to show you a piece that Michael kick-started and was all the time very proud about," said Sabine Kehm, Michael's agent and family representative on this emotional evening.

The project with Swiss watchmaker Audemars Piguet started back in 2010, when the seven-time Formula 1 World Champion expressed the wish for a wrist watch dedicated to motorsport, which would make it possible to time and record an extended series of consecutive laps. Up until now, this required the handling of two or more stop watches, used in a series.

"He was very excited, because it was his idea. He kind of challenge AP with his question and to see it become live it was big excitement for him, and he wanted to be involved in every little details because he really thought it was his baby," said Kehm.

The F1 legend, now 46 years-old, put so much passion and energy into the project when visiting the designers and manufacture at several stages of its development:

"The approach of Michael to this development of the watch was very similar to the approach I have seen over the years in F1. He need it and wanted to understand everything, he had a lot of explanations from the engineers to really try and understand the piece fully in order to maybe make other suggestions because in this things he can be very creative," explained Kehm.

The project was a real challenge but in 2013 Michael was finally able to see and hold the prototype.

"When he finally saw the total watch, the watch complete in 2013 October, and he went back to his office with Sabine, and she said he was like a child that would met Santa clause, Because finally his dream finally came true and it came to life and that is exactly what I was looking for and he couldn't wait to see the watch coming out publicly to be able to show it to the world in a sort of I did that, yes with Audemars Piguet but it was my idea," said François-Henry Bennahmias, Audemars Piguet CEO.

Then, on December 29, 2013, Michael suffered serious head-injury in a skiing accident that almost took his life.

"Of course after the accident happened it was a little bit of a shock to us, but once we started speaking about the watch, for everybody involved for the family and me, there was not the slightest doubt to not continue with the project," said Kehm.

All this time the family agent said German legend is improving every day but the battle is far from being finished.

"We are happy to say, still he does improvement and I say this always considering the severances of the injury he had, but of course it will take a very long time for everybody involved to fight and we are very happy to take this fight."

After almost five years, Audemars Piguet conquered the challenge and paid a tribute to the greatest F1 driver of all time in a special ceremony, unveiling the Royal Oak Concept Laptimer Michael Schumacher.

The watch will be made in 221 examples, the number of races where Schumacher scored points) and will cost CHF 226'800.