



## Tissot and Bern join forces to welcome the Tour de France

**Bern, May 18, 2016.** The Tour de France will spend three days in the Swiss Capital, from July 18 to 20, 2016. Today, exactly two months before the event, Tissot, the Official Timekeeper of the Tour de France, announces its partnership with the Town of Bern to welcome one of the most highly regarded and admired international cycling races.

To mark the occasion, they revealed a countdown clock, situated at the heart of Bern, on the station square, which will build anticipation even further every time the digit changes. The excitement is getting stronger already for the thousands of visitors and millions of TV viewers, who can't wait to bear witness to some great cycling moments that will take place in Switzerland.

Tissot and the town of Bern will be working hand in hand to ensure the smooth running of the race and to make sure that the spectators will be able to enjoy the festivities with a range of activities. They have already started by launching the Tissot Tour de France special collection, composed of six watches that go from classic with a Tissot PR100 Tour de France Special Edition all the way to high tech pieces such as the Tissot T-Touch Expert Solar Tour de France Special Edition and its 20 solar powered tactile functions.

François Thiébaud, President of Tissot said: "We are very proud to partner with the town of Bern to be able to welcome the Tour de France in our home country. We cherish our Swiss origins and the this race is a great opportunity to show the world what Switzerland is all about, not only in terms of scenery but in terms of precision and quality."

The mayor of Bern, Alexander Tschäppät, commented: "It is a great honour for Berne to host the Tour de France in collaboration with the world-famous Swiss brand Tissot. The countdown clock in the heart of our city will help us build excitement for this fantastic event."

The plus sign in the logo symbolises the Swiss quality and reliability Tissot has shown since 1853. The watches, sold in more than 160 countries, are authentic, accessible and use special materials, advanced functionalities and meticulous design. Tissot stands by its signature, Innovators by Tradition. The high calibre of the brand has been repeatedly recognised. Tissot has been named Official Timekeeper and Partner of many disciplines, including, basketball with the NBA, FIBA and CBA; cycling with the Tour de France and the UCI World Cycling Championships; motorsports with MotoGP™ and the FIM World Superbike Championship and rugby with the RBS 6 Nations Championship, TOP14, the European Rugby Champions and Challenge Cups. It is also the Official Timekeeper of the World Championships of fencing and ice hockey and of the AFL. [www.tissotwatches.com](http://www.tissotwatches.com)