



The New Faces of Timekeeping.

Goldpfeil Genève is one of the youngest manufacturers of high-end timekeeping – with its claim of presenting the “Faces of time,” it is aspiring to blend the traditional manufacture concept with a contemporary style philosophy. The much talked-about market premiere with 7 unique timepieces created by today’s most respected watchmakers was a spectacular start for the new brand – a sign of things to come as Goldpfeil Genève now gradually unveils limited collections of

stunning watches that add a beautiful modern twist to the most classic elegance: “The thought of manufacturing” interpreted differently, not focused on its own movements but rather on its own, original character and based on existing movements of premium quality. Adding an important layer of pure exclusivity to the fascination of the Goldpfeil brand, Goldpfeil Genève is also proudly rounding up the range of EganaGoldpfeil brands on top of the brand pyramid.

The Minds of Geniuses. **The**
The Hands of Masters.

Porzellan Ludwigsburg



The Luxury of Tradition.

The Royal Porzellan-Manufaktur Ludwigsburg joined the EganaGoldpfeil group in November 2004. The acquisition stunned the market at first but makes perfect sense when considering the continuing effort in presenting a brand and product portfolio that spans regions, markets and segments. The company ranks among the oldest and renowned European porcelain manufactories. In contrast to the mass-production common in its industry, the Royal porcelain of Ludwigsburg is still manufactured

purely by hand in Germany's largest and most beautiful baroque castle. The "Ludwigsburger Schloss" is also being used for selected first-class events that require a breathtaking location. The most important markets for the luxurious and delicate Royal porcelain products are Germany and Asia. The Royal porcelain brand has potential for a further increase of worldwide sales as well as for Group synergy concepts in the luxury market segment.

Eyes of Aesthetes.

The Perfection.

"Quality is never an accident; it is always the result of high intention, sincere effort, intelligent direction and skillful execution; it represents the wise choice of many alternatives." *William A. Foster, author*



WORLD
PREMIERE



BERLIN
JULY 2, 2005



Tradition.
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Track rec



Arthur Junghans 1852–1920

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“Tradition is a guide.” W. Somerset Maugham, author

The History of Innovation. The Innovation of the Future.

When a brand is being so consistently identified with technological breakthroughs and the marketing of outstanding watches that carry an expression of high-tech wizardry, it is easy to forget that it is also looking back on a history of more than 140 years.

In fact, Junghans – voted “Most Trusted Watch” in Germany as recently as 2004 – is one of the most traditional names in watch-making and has not only revolutionized in many ways personal timekeeping through technological advances but also has a long-time tradition in manufacturing exquisite mechanical pieces that may not match the precision offered by its famous radio-controlled styles but instead offer a deeply satisfying experience of value and depth.

“From Tradition to Future” was the motto for the ambitious overhaul and re-positioning of the Junghans collection and the brand image itself. The products are now clearly distinguished by three different stylistic and technological approaches that mirror the pillars identified as the core characteristics of the brand: tradition, innovation, and continuity.

The segment reflecting Junghans’ long tradition in manufacturing the finest mechanical watches with traditional design elements is called “Arthur Junghans”, paying respect to a personality who was of tremendous importance to Junghans and the technological advances in watch-making. These signature styles will naturally inhabit the highest price segment of the collection.

The models “Pilot” and “Pilot Chronoscope” are excellent examples for a range of highlights that Junghans will present in the fall of 2005 to

compete successfully with other well-known brands in this highly contested market segment.

Junghans always stood for a certain pioneer spirit in engineering and significant innovations in timekeeping. As one of the true pioneers of the radio-controlled wristwatch, Junghans has intensely focused on this technology – and it continues to claim a leadership position in this area, too. With the sales success of the “Mega 1000”, the legitimate successor to the legendary “Mega 1”, once more a design trend merging technology and style has been established. The “Mega 1000” is the first model of the “Avantgarde” segment featuring cutting-edge technology and revolutionary looks.

In order to show the high-end possibilities in the field of radio-controlled watches, the “Prestige Edition” has been created. The Junghans “Worldtimer” is the first model of this series and the flagship style of the Junghans collection in general. This mainly handcrafted limited edition series combines style elements of premium mechanical watches in an unprecedented way with state-of-the-art technology, like the world’s first Analogue Multi-Frequency Radio-Controlled movement by Junghans.

The basic foundation of the Junghans collection is called “Anytime”, and it covers the market segment the brand always has stood for to a high extent: A reliable, high-quality watch for each and every occasion – with a contemporary design at a value-for-money price-point.

Being a traveler among times and eras, Junghans very well knows that tomorrow’s traditions are today’s innovations.

The Technical Break
The Timeless Name.
The Time



throughs.
Traditional Heritage.
keeper.


JUNGHANS
GERMANY. SINCE 1861