

A misty mountain landscape with a stone wall and evergreen trees. The scene is hazy, with a stone wall in the foreground and a valley in the background. The sky is a pale, hazy blue.

AUDEMARS PIGUET

Le Brassus

TO BREAK THE RULES
YOU MUST FIRST
MASTER THEM





1875



JULES LOUIS AUDEMARS

1851-1918

EDWARD AUGUSTE PIGUET

1853 -1919

CONTINUITY



**JULES LOUIS AUDEMARS &
EDWARD AUGUSTE PIGUET**

1875



**PAUL LOUIS AUDEMARS &
PAUL EDWARD PIGUET**

1910s



**JACQUES LOUIS AUDEMARS &
PAULETTE PIGUET**

1960s



**JASMINE AUDEMARS &
OLIVIER FRANCK EDWARD AUDEMARS**

1990s

2 FAMILIES - 4 GENERATIONS

CONTINUITY



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CONTINUITE



1941



2017

CONTINUITÉ



1927



2017

INNOVATION - FORWARD THINKING

38 WORLD FIRSTS

IN

> 140 YEARS

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FORWARD THINKING

1892

1st
wristwatch
minute repeater



1921

The thinnest mechanical
movement in the world
(1.32mm)



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1927

The smallest
mechanical
movement in the
world



FORWARD THINKING

1955

1st wristwatch with perpetual calendar which indicates leap years



1967

The thinnest automatic movement in the world (2.45mm)



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REVOLUTION – THE QUARTZ CRISIS

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REVOLUTION – THE QUARTZ CRISIS

World 's first
quartz wristwatch

1969
December 25th



Photos Credits: Seiko Watch Corporation

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BRISER LES REGLES

1972

ROYAL OAK



1967

1968

1969

1970

1971

1972

1973

1974

1978

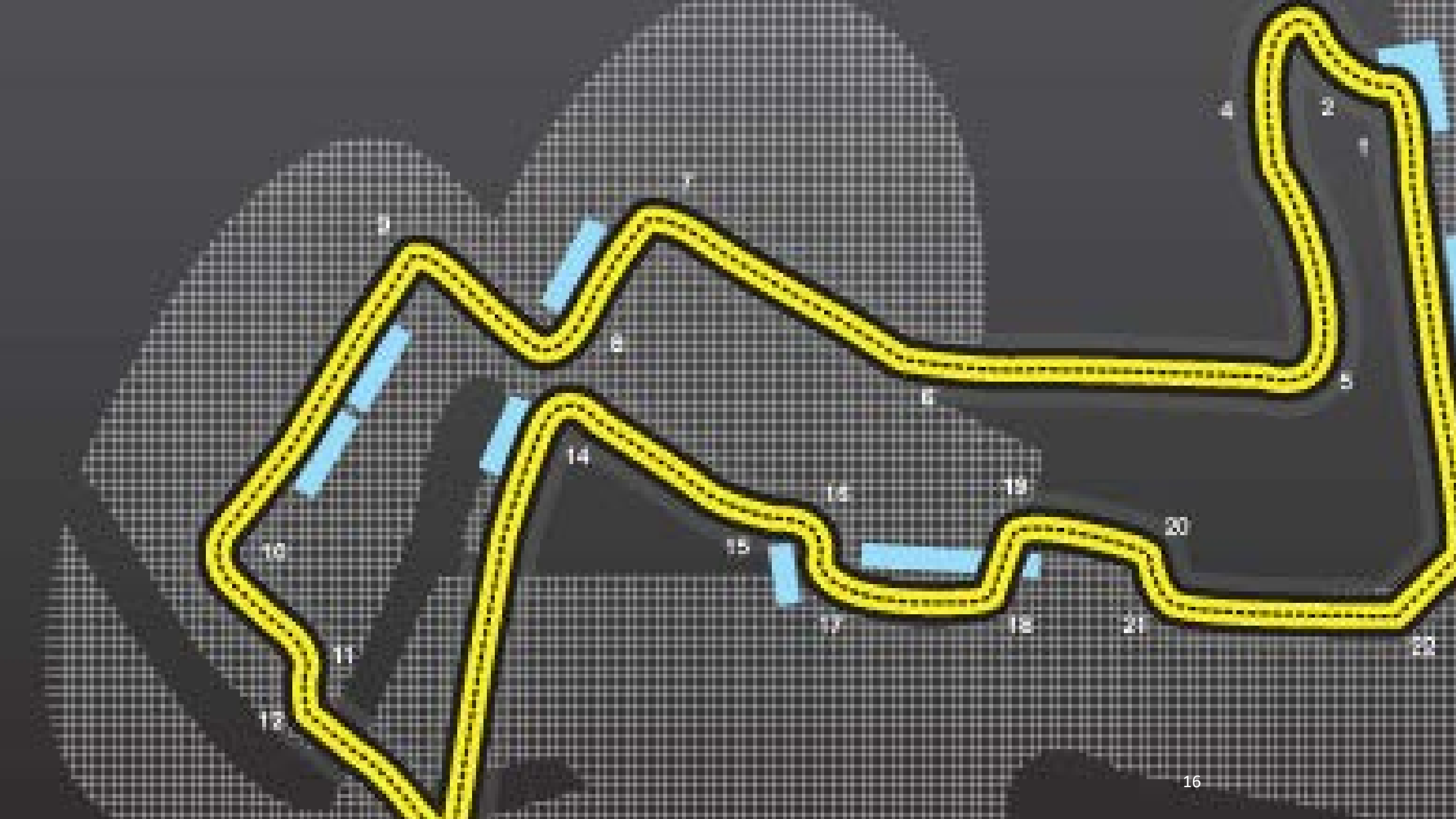
1979

1980



2014
LAPTIMER

FORWARD THINKING



3 TIME RECORDING OPTIONS



- Three column wheels
- Oscillating wheel coupling mechanism

A **WORLD FIRST** complication: chronograph with **CONSECUTIVE LAP TIMING** and flyback function

1. Basic chronograph
2. Chronograph with flyback function
3. Lap timing

FORWARD THINKING



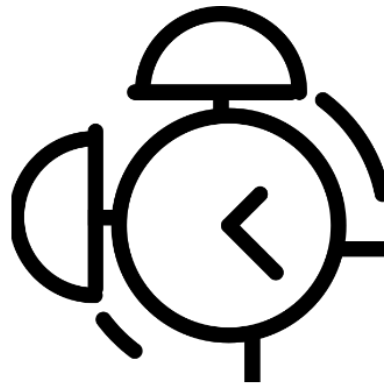
2015

RD# 1

SUPERSONNERIE

WHAT ARE THE IMPORTANT CRITERIA OF A MIMUTE REPEATER

?



Created by iconsmind.com
from the Noun Project



**VOLUME
INTENSITY**

**STRIKES
REGULARITY**

**ACOUSTIC
RICHNESS**

**LENGTH OF
EACH
SOUND**

ROYAL OAK
CONCEPT
RD#1

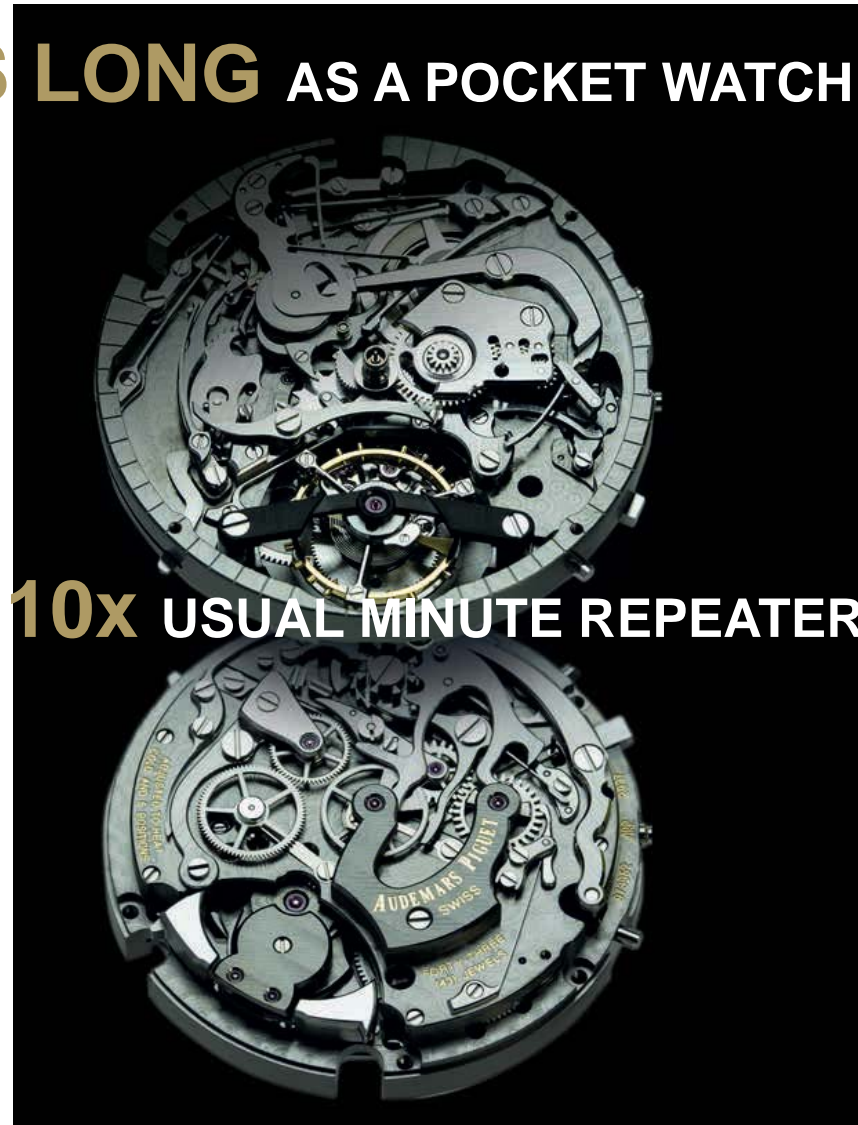
PUSHING THE LIMITS OF CHIMING WATCHES

THE FIRST TIME



ROYAL OAK CONCEPT SUPERSONNERIE

SUSTAINED AS LONG AS A POCKET WATCH



10x USUAL MINUTE REPEATER



**3 PATENTED
INNOVATIONS**

**THE FIRST TIME
YOU CAN TRULY SHARE
THE SOUND**

FORWARD THINKING

SIHH 2018

???

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PEOPLE

INDEPENDANT

FORWARD-THINKING
SPIRIT

PEOPLE

PEOPLE

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THAYER STREET

COMPETITION





CLEAR DIRECTION

1 WATCH
1 CLIENT

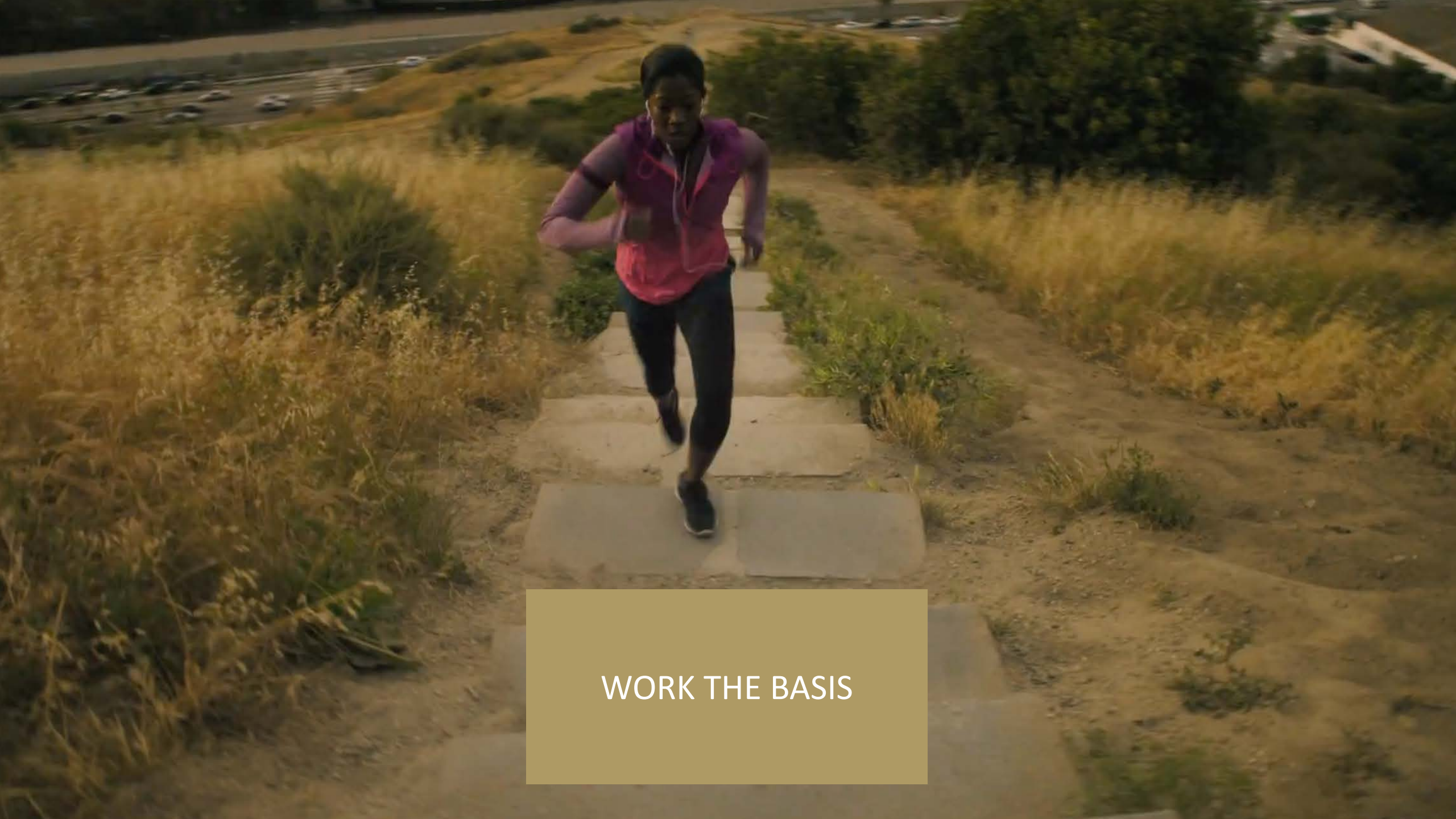


TEAM SPIRIT





UNIQUE RELATIONSHIPS



WORK THE BASIS



Pulse Log 21.5 kn (W)



GPS1

LAT 51°30.139'N

LONG 001°01.441'E

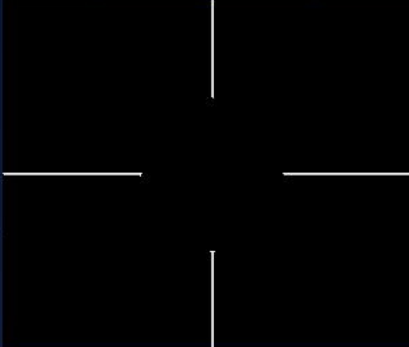
DATUM WGS84 Check

UTC +02:00 16:57:04

Auto (Auto)

LOG ---.° SOG ---. kn

Scope Wind Depth CCTV



Mute Off

Enhance OFF

ETD ON
Enhanced Target Detection

Gain
Fixed Targets 5.0
Moving Targets 5.0



Range 12 NM
Rings OFF

Profile: Default

Chart OFF

H/L ON

Source	---	---
RNG	---	---
BRG	---	---
T CTW	---	---
T STW	---	---
CPA	---	---
TCPA	---	---
BCR	---	---
BCT	---	---

CPA Limit 1.0 NM

AIS ON

TCPA Limit 30 min

Tgt Assoc. ON

Guard Zone

Tgt Tote OFF

Delete ALL Tgts

Trial Manoeuvre

Vector length 6 min (T)

Past Positions 6.0 min (Off)

Trails length 6.0 min (T)

Route: Not Loaded

XTD ---

Next WPT

CTS ---.° STG ---. kn

Distance to WOP ---

Time to WOP ---:--

ETA at final WPT ---:--/---

Maps

PI Line

Cursor

RNG ---
BRG ---.° (T)
LAT ---°---' N
LON ---°---' E

Video Settings

Display Mode

Kelvin Hughes
MantaDigital Chart Radar



RECONSIDER

" IN A WAY, THE BIGGEST RISK
TO AN ENTREPRENEUR'S
SUCCESS IS THE FEAR OF
STARTING "

- *Sir Richard Branson*





DO OR
DO NOT

...THERE IS NO TRY.

- *Master Yoda*



C'est pas le moment d'être fiers.



AUDEMARS PIGUET

Le Brassus

LOYALTY TO HIS VALUES

CAPACITY TO RECONSIDER

A scenic landscape featuring a stone wall in the foreground, evergreen trees on the left, and a misty valley in the background. The sky is a pale, hazy blue.

AUDEMARS PIGUET

Le Brassus

THANK YOU FOR YOUR
ATTENTION