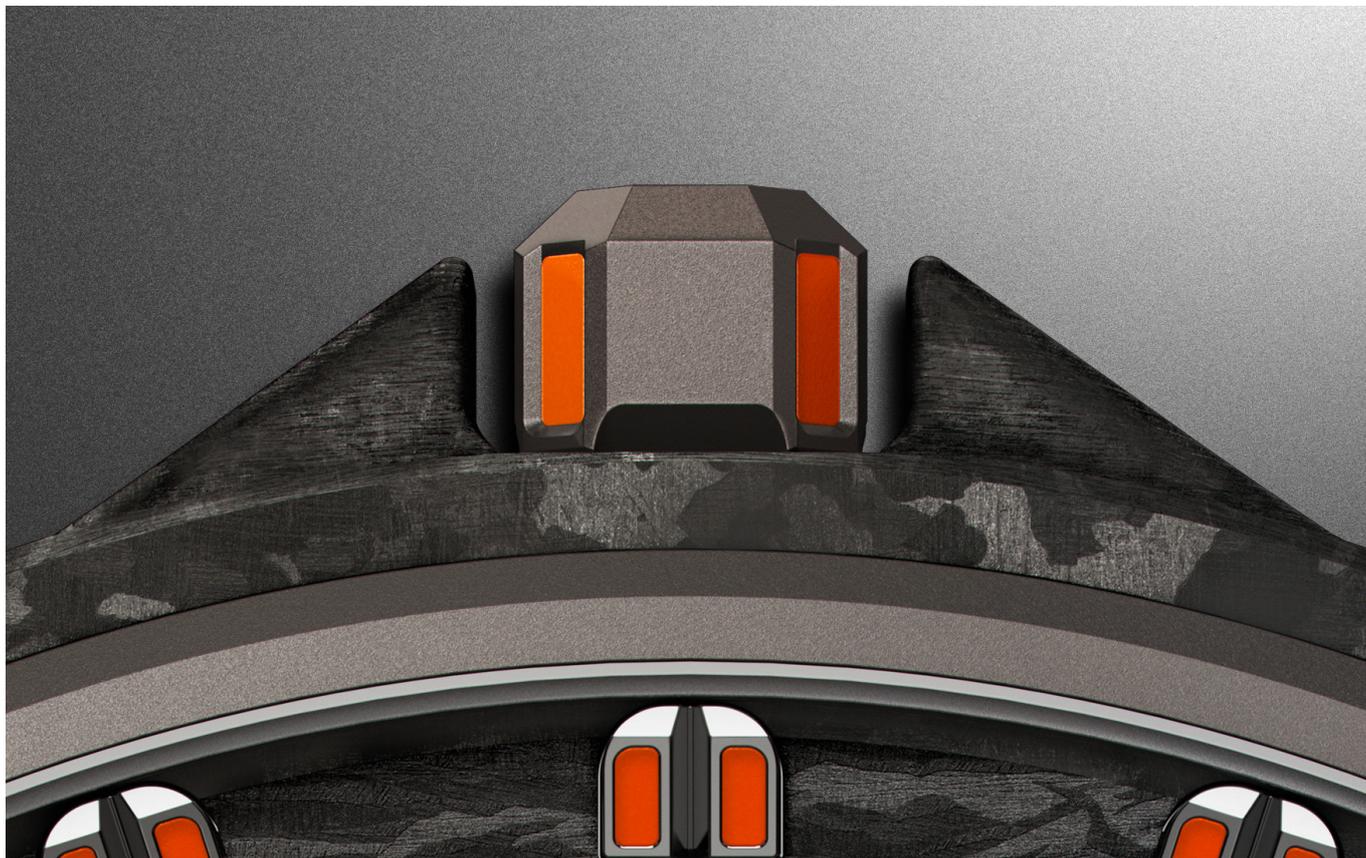


LORIGE

BL-ENDURANCE
"GRIS CIRCUIT"

PRESS RELEASE
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LORIGE BREAKS A NEW RECORD

Lorige gives motor sports and fine watchmaking enthusiasts a once-in-a-lifetime chance to wear a piece of history honed from materials used on some of the world's most famous racing circuits. How Lorige invented the ultimate timepiece.

It took three years of research and development, trials and adjusting. What started out as a wild dream in the imagination of two car racing fanatics finally came to fruition at the end of 2020. The first BL-Endurance timepieces, made from racing car brake pads, finally emerged from their workshop. The wild dream has given birth to a brand synonymous with mechanical excellence at every level.

IT ALL STARTED WITH AN IDEA...

Lorige timepieces embody man's perennial fascination with speed and competitive racing, from the Roman chariot riders to today's Formula 1 drivers. With its birthplace in Le Mans, the brand seeks to help motor sports and watchmaking enthusiasts share a piece of history. Thanks to Lorige, they can experience the thrills of the race track simply by wearing a trophy on their wrist! With the same dogged tenacity and taste for challenges as endurance drivers, the two inventors set out to create a timepiece that would bear all the hallmarks of racing circuit victories. Racing prototype carbon/carbon brake pads quickly caught their attention.



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Case honed from a carbon/carbon brake pad taken from a prototype endurance racing car



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The exclusive "Gris Circuit" BL-Endurance version (only 24 pieces produced)

THE ULTIMATE MATERIAL

Carbon/carbon was initially designed to withstand extreme temperatures of 3,000°C, not for watchmaking. So the founders were faced with a major challenge. The material was originally used in the aeronautical industry for its remarkable thermal shock resistant qualities. It was famously used in the leading edges of the Space Shuttle wings and is associated with every new record and technological exploit in space and on earth over the past decades.

In 1983, carbon fiber-reinforced polymers began to be used in racing car braking systems. Over 40 years later, Lorige has pioneered the use of the material in the world of watchmaking.

GROUND-BREAKING PATENTS

It took the brand three years of painstaking research and development to develop the cutting edge patented method used to reprocess the material and produce the timepiece parts. Using one-piece cases is a watchmaking challenge.

But they rose to the challenge! Seeking the easy way out was not an option. Mass production is just not the founders' cup of tea, and each carbon/carbon case and dial takes thirty hours of precision engineering requiring highly specialized know-how. The design highlights the material's sleek mat black marbled tones, giving the watch its unique personality. The BL-Endurance's shapely curves recall both the brake pads themselves and the long race track curves, naturally asserting its unique status among timepieces. It stands out immediately and flaunts its racing pedigree.



© Lorige

The glowing brakes of an endurance prototype



© Lorige

The skeleton design provides a clear view of the minute craftsmanship and movement bridges

SWISS MADE

Excellence is part of Lorige’s DNA. The brand’s inventors knew that to enhance the concept, they had to turn to the birthplace of exclusive precision watchmaking. They entrusted one of Geneva’s top watchmakers with the task of developing the movement.

Made up of some 300 parts, the automatic calibre draws on a long history of watchmaking craftsmanship. The sporty-looking skeleton hands show the hours and minutes on a carbon/carbon dial displaying only Arabic numerals, the power reserve indicator and the date. The BL-Endurance is the brand’s leading model and is designed to be a no-fuss, streamlined timepiece for everyday use. Aimed at motor sports enthusiasts, it opens up its heart through the see-through caseback design revealing its delicate oscillations. The contrast between the sturdy outer case and the skeleton see-through movement enhances the magic of its miniature inner workings.

PERFORMANCE AND EMOTIONS

Perfectly designed, right up to the tiniest visible screw, the BL-Endurance is for passionate timepiece owners. Even though the dial indexes may remind racing enthusiasts of circuit rumble strips, motor racing references are not overly visible. The racing memories are ingrained in the

timepiece’s case material itself. “BL” stands for “brake late” and re-minds us that braking technique is just as important as acceleration when it comes to winning races. Only 24 pieces of the exclusive BL-Endurance limited edition “GrisCircuit” model will be produced. It is as exclusive as the rare qualities that only the greatest drivers possess. It embodies all the thrills of racing circuit exploits. Its raw look recalls the ruthless world of professional motor racing.

CERTIFIED STANDINGS

Lorige has established partnerships with leading motor racing teams and it sources its carbon/carbon brake pads from their winning cars. It then uses this material to produce its cases and dials.

Each timepiece is unique and linked to a specific race standing. This is certified by the engraved identification number of the brake pad and a certificate authenticating the standing of the car concerned.

Each one-piece watch case manufactured according to Lorige’s exclusive proprietary techniques is ready to house its self-winding movement. The master watchmakers then assemble over 400 parts to produce the timepiece.

Worn by enthusiasts, the watch and its finely engineered heart are ready to set off new memories and dreams.



© Lorige

Calibre LOR-PR01 assembly in the Geneva watchmaking workshop

TECHNICAL SPECIFICATIONS BL-ENDURANCE "GRIS CIRCUIT"



Ref. : BL-E.01/TGC

Limited to 24 pieces

Public price : 22.800€ Excluding VAT

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WATCH

CASE: One-piece case and dial made from reprocessed carbon/carbon from endurance racing prototype brake pads

BEZEL AND CASEBACK:
Bead-blasted grade 5 titanium

CROWN: Bead-blasted grade 5 titanium, orange lacquer

STRAP LUGS: Bead-blasted grade 5 titanium

DIAL: Imbedded in the case, hands and indexes with orange Super-Luminova. Bead-blasted Arabic numerals

WATER RESISTANCE: 5 atm

DIMENSIONS: 51.60 x 43.60 mm
Thickness: 10.50 mm

STRAP: Grey vulcanised rubber

FOLD-OVER DEPLOYMENT CLASP:
2 stainless steel sliding buckles, bead-blasted grade 5 titanium clasp, orange lacquer in the logo. Fine 6 mm adjustment

MOVEMENT

CALIBRE: LOR-PR01, mechanical calibre self-winding with peripheral rotor, 45 hours of power reserve, 37 jewels, 28,800 VpH, 294 components

MAIN PLATE AND BRIDGES: Hand-beaded and rhodium-plated

FUNCTIONS: Hours, minutes, date, power reserve indicator

DIMENSIONS: 34.5 x 34 mm.
Thickness: 6 mm