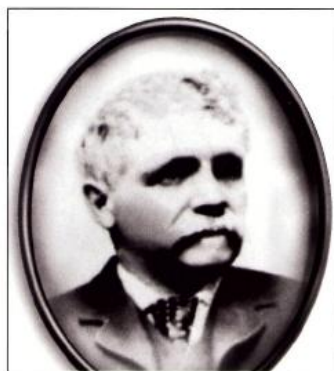


The History of IWC

On Land, at Sea and in the Air



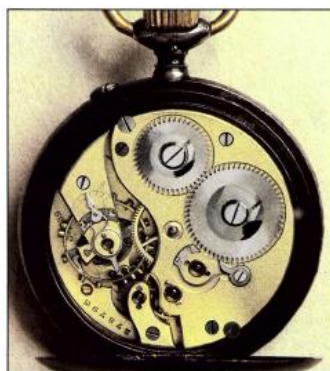
1868

The American, Florentine Ariosto Jones, founds the International Watch Company in Schaffhausen



1885

IWC introduces the famous Pallweber pocket watch with digital display



1893

Serial manufacture of pocket-watch Caliber 52 begins



1899

The firm manufactures its first wristwatches



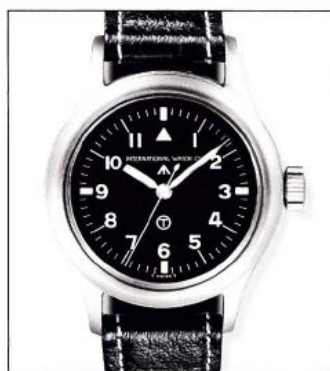
1944

A watch is built for military purposes (W.W.W. or "Mark X"). An American squadron mistakenly bombs Schaffhausen, but the bombardment causes little damage to IWC



1946

Chief developer Albert Pellaton designs the Caliber 89 with central seconds-hand



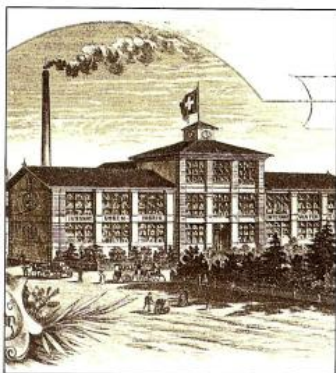
1948

Production begins of the Mark 11 pilot's watch with built-in protection against magnetic fields



1950

Production begins of the first self-winding movement with IWC Caliber 85, which relies on Pellaton's click winding



1900

Sales in Germany alone amount to a record sum of 805,000 francs



1936

The Special Watch for Pilot's ("Mark IX") debuts



1939

The first Portugieser wristwatch with large pocket-watch movement is built



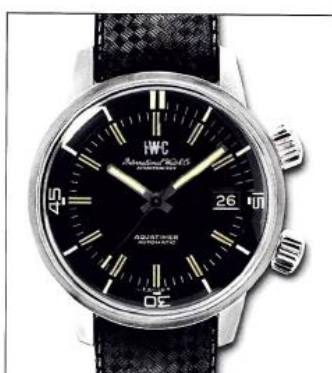
1940

IWC crafts the Big Pilot's Watch with the Caliber 52 S.C.



1954

The famous Ingenieur with Caliber 8521 is launched



1967

IWC debuts the Aquatimer diver's watch



1978

The Compass Watch is created: it's the first model designed in collaboration with Porsche Design



1980

Günter Blümlein takes over the leadership of IWC. The first titanium watch is built



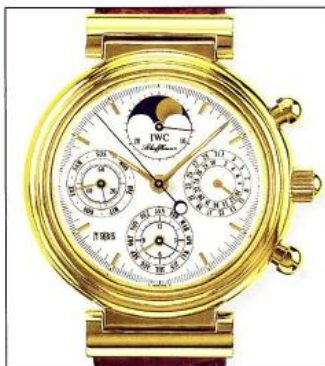
1982

The Ocean 2000, watertight to the sensational depth of 2000 meters, enters the market



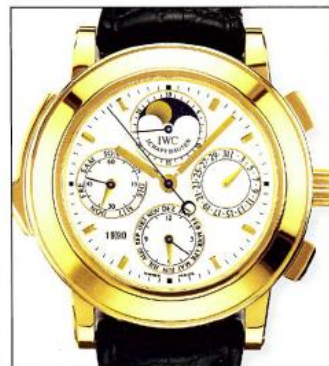
1984

Chief developer Kurt Klaus designs a perpetual calendar with a numerical display of the year



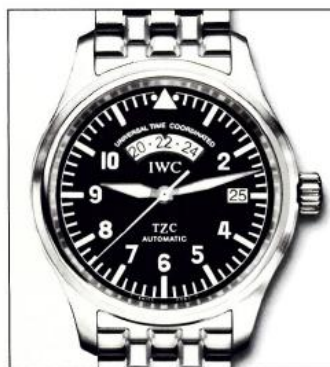
1985

IWC presents the Da Vinci, a chronograph with a perpetual calendar and a four-digit year display



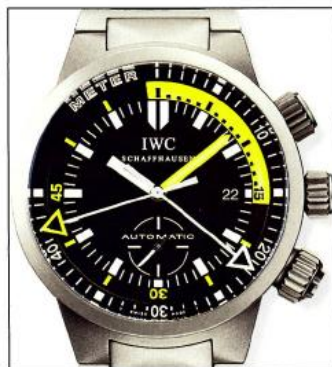
1990

The Grande Complication debuts with chronograph, perpetual calendar and minute repetition



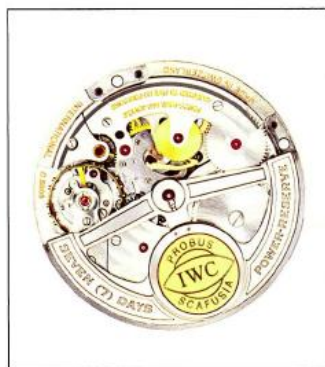
1998

The UTC Pilot's Watch with IWC's module for a second time zone



1999

The Deep One Diver's Watch with an astounding mechanical bathometer. The Mark XV succeeds the Mark XII



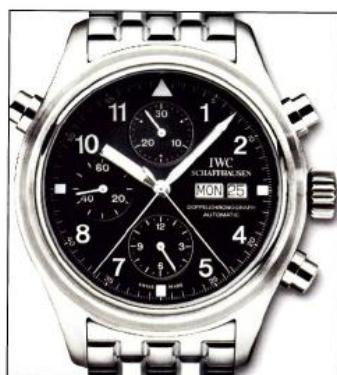
2000

IWC again becomes a genuine manufactory with the self-winding Caliber 5000



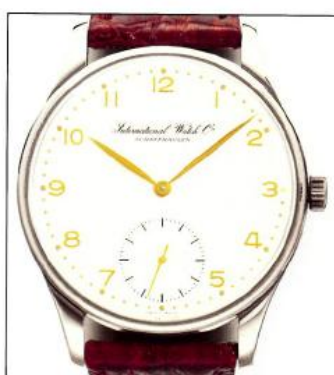
2002

Georges Kern takes over the directorship of IWC. The Big Pilot's Watch with Caliber 5000 comes onto the market



1992

The Double Chronograph, a new pilot's watch with flyback chronograph, comes onto the market



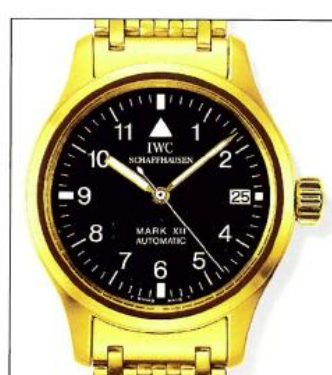
1993

IWC celebrates its 125th anniversary with II Destriero Scafusia, a Grande Complication with a tourbillon and flyback hand. The Portugieser is also revived



1994

The Mark XII with Jaeger-Le Coultre caliber and the Pilot's Chronograph with self-winding movement are introduced. The chronograph is also available with a case made of zirconium oxide



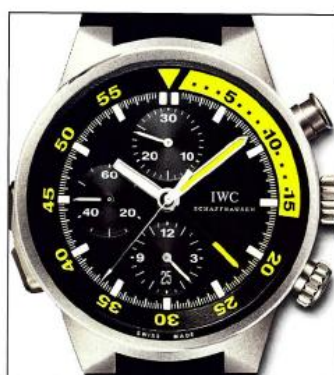
1995

The Mark XII for ladies appears in a 30-millimeter case



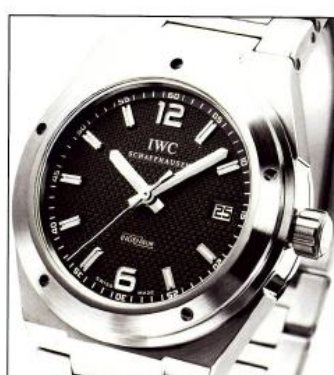
2003

IWC's assortment of pilot's watches expands to include the modern Spitfire Collection with black and silver dials



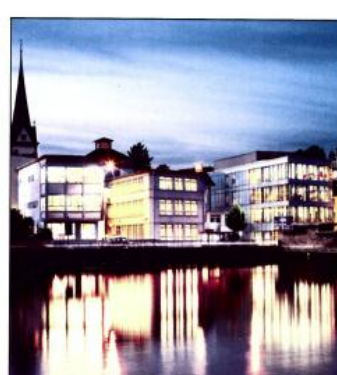
2004

The Aquatimer Collection of diver's watches is introduced. The Portugieser Automatic comes onto the market



2005

The Ingenieur with protection against magnetism is revived with the new manufactory Caliber 80110



2006

New construction in Schaffhausen prepares IWC for a bright future

The Authors

Gisbert L. Brunner

Author of numerous books about watches, freelance author for CHRONOS Magazine. Lives in Munich

Rüdiger Bucher

Editor-in-chief of CHRONOS. Lives in Ulm

Maria-Bettina Eich

Freelance journalist and author for CHRONOS. Lives in Ulm

Dr. Konrad Knirim

Military historian and freelance contributor to KLASSIK UHREN Magazine. Lives in Düsseldorf.

Jens Koch

Editor of CHRONOS. Lives in Ulm

Thomas König

Collector of IWC watches with focus on precise and navigational timepieces. Lives in Rhineland

Alexander Linz

Specialized journalist for watches and freelance contributor to CHRONOS. Lives near Vienna

Witold A. Michalczyk

Specialized journalist for watches. Lives near Schwäbisch-Gmünd

Christian Pfeiffer-Belli

Editor-in-chief of KLASSIK UHREN and author of numerous books about watches. Lives in Munich

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INNOVATIONS SINCE 1936

The name "IWC" has been inseparably linked with the theme of pilot's watches for 70 years. The "Special Watch for Pilots" (1936) was followed by models like the "Big Pilot's Watch" and the famous "Mark 11", all of which achieved cult status. Complications such as chronographs or a second time zone (UTC) followed later on. Nowadays IWC's pilot's watches comprise an attractive and contemporary family of products. Though they can look back upon a proud history, these watches are also very much up to date.

This chapters of this book were written by renowned journalists who specialize in watches. The individual chapters are devoted to all facets of IWC's past and present pilot's watches.

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IWC

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