

Beat: Vips

LONGINES Signs Long-term Title Partnership of FEI NATIONS CUP JUMPING

Global Agreement as FEI Top Partner

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USPA NEWS - Longines will become Title Partner of the FEI Nations Cup Jumping Series as part of a long-term Agreement with the Federation Equestre Internationale (FEI), with the New Partnership being celebrated at next month's Final in Barcelona. Longines, which became the FEI's first Top Partner in 2013, has also extended its Global Partnership with the FEI in a Historic Agreement signed in Gothenburg (SWE) on August 28, 2017.

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The Landmark Agreement, which was brokered by FEI President Ingmar De Vos and Longines Vice President and Head of International Marketing Juan-Carlos Capelli, is the most significant in the History of the FEI. The Initial Long-term Partnership between the Global Governing Body of Equestrian Sport and the Swiss Watch Brand has another Five Years to run, but under the Terms of the New Agreement, the Global Partnership has now been extended.

In the Year of the Brand's 185th birthday, Longines will also be Title Partner of the 2017 FEI Nations Cup Jumping Final at the Real Club de Polo de Barcelona (ESP), the Iconic Venue for the Olympic Equestrian Events at the Barcelona Games 25 Years ago. Next month's Final will be renamed the Longines FEI Nations Cup Jumping Final and the Series, starting from 2018, will be known as the Longines FEI Nations Cup Jumping.

Also included in the Extended Global Agreement are Longines' continued role as FEI Top Partner, and Title Partnership of the Longines FEI World Cup Jumping Western European League. Longines also remains Official Timekeeper and Official Watch of the FEI and Official Timekeeper of the FEI World Equestrian Games.

Additionally, Longines will continue to Invest in the Development of Cutting-edge Time-keeping and Data-handling Services and Related Technology, together with the FEI, specifically for Equestrian Sport.

Source : Federation Equestre Internationale, FEI

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