



04.09.2019

### WELCOME TO THE RENO AIR RACE

We hereby proudly announce that FORTIS Watches will be on the ground at the most notable air race event in the world. In collaboration with their Swiss partner and Reno Air Race pilot Peter Balmer they are going to set up an exclusive showroom within the hangar of the "THUNDER MUSTANG AIR RACING" team directly next to the airfield.

Supported and always at their side Rob & Tim from their sole US distributor watchbuys.com.

Furthermore FORTIS fan and globally well-known watch enthusiast Tristano G. Veneto ([theurbangentry](http://theurbangentry)) will be attending the show from Saturday 14<sup>th</sup> to Sunday 15<sup>th</sup> of September.

Together we invite you to come around and enjoy a day full of awesome air races and a desk full of the finest Swiss pilot and space watches.

You can find us in the Thunder Mustang Air racing hangar on the airfield. Tickets to the Reno Air Race can be bought right here: [www.airrace.org](http://www.airrace.org)

### FORTIS: SWISS WATCHES SINCE 1912

For more than 107 years FORTIS is producing high quality Swiss watches – independent and absolutely full of passion.

Since decades FORTIS is well-known for the manufacturing of the most robust and durable pilot and space watches in the world. Plenty of professional squadrons like the Swiss Air Force and the Russian Cosmonauts have been equipped with timepieces.



### SWISS THUNDER TEAM:

Peter Balmer from Interlaken Switzerland is the only Swiss Air Race Pilot at the RENO AIR RACES. He flies a Thunder Mustang which is a replica of the world famous North American P51 Mustang. Peter competes in the Sport Class with "SWISS Thunder", outfitted with a new RACE ENGINE to beat some of the top racers. Together with FORTIS, Peter operates the FORTIS AIRBASE in Reichenbach, Switzerland – one of the best Skydive drop zones in the world.





#### **THE URBAN GENTRY:**

After launching The Urban Gentry in May 2014 as a destination for arts and culture, founder Tristano G. Veneto (TGV) quickly affirmed its future as a dedicated watch channel and vibrant horological community. The channel today boasts over 325,000 subscribers, and has earned 65 million lifetime views from over 600 original videos – all featuring conversation, commentary, and watch reviews. Extending beyond YouTube, The Urban Gentry's digital footprint includes long-form story-telling, a presence on Instagram (@theurbangentrychannel), Facebook (@theurbangentry), and a private Facebook group of over 40,000 watch enthusiasts.

#### **RENO AIR RACE:**

The mission is to produce a first-class air racing and air show event that celebrates and perpetuates the world's fastest motorsport. Fueled by decades of success, we're committed to delivering a safe, entertaining and exhilarating experience for fans while also honoring our military, inspiring our youth and strengthening our community, economy and culture.

#### **WATCHBUYS.COM**

WatchBuys is the official and authorized North American distributor or partner for FORTIS Watches and is proudly a grey market free zone. [www.watchbuys.com](http://www.watchbuys.com)

If you have any questions, please do not hesitate to contact us:

FORTIS Watches AG  
Lindenstrasse 45  
CH 2540 Grenchen  
+41 (0) 32 653 33 61  
[info@fortis-swiss.com](mailto:info@fortis-swiss.com)  
[www.fortis-swiss.com](http://www.fortis-swiss.com)