



左起：拜仁慕尼黑足球會發言人 Markus Hörwick 先生、拜仁慕尼黑足球會執委會主席 Karl-Heinz Rummenigge 先生、玉寶錶行政總裁 Thomas van der Kallen 先生和玉寶錶北歐董事總經理 Loek Oprinsen 先生共同宣布有關合作事宜。  
From Left: Mr. Markus Hörwick, Spokesman of FC Bayern Munich, Mr. Karl-Heinz Rummenigge, Executive Board Chairman of FC Bayern Munich, Mr. Thomas van der Kallen, CEO of EBEL and Mr. Loek Oprinsen, Managing Director of EBEL Northern Europe, jointly announced the duo-cooperation.

Thomas van der Kallen (右) 以一臉燦爛的笑容來迎接玉寶錶的足球時光。  
Thomas van der Kallen (right) welcomed the football time for EBEL with a resplendent smile.

### 玉寶錶 足球場上拼出光輝一頁

繼 2007 年率先與英國足球勁旅阿仙奴破天荒合作後，玉寶錶再下一城，於 2008 年 2 月 10 日在慕尼黑記者會上正式宣布，由同年 7 月 1 日起，成為德國王牌球隊拜仁慕尼黑的官方計時伙伴，成就高級鐘表品牌與優秀歐洲球會的強勢聯盟。

於未來 5 年的合作裡，玉寶錶將為拜仁慕尼黑足球會旗下安聯競技場所舉行之主場賽事安排全面計時工作，並為支持者提供可靠計時裝置；另外品牌亦將於球會各處，特別是貴賓廂房及商務廂房添置優雅別致的計時工具，以突顯主場的氣派與風範。

為紀念這個鐘表界與體育界攜手合作的里程碑，玉寶錶更為足球運動推出 Ebel Calibre 245 球賽專用時計。此時計的 245 型號機芯是專為計算每場賽事的半場時間和顯示加時時間而設的，出自玉寶錶位於瑞士索芳迪的工廠，是由品牌的鐘表匠自行研製、組裝和測試而成的結晶。機芯名稱“245”實可解碼為“2 個 45 分鐘的半場”，由此可見玉寶錶特別為足球運動加以注釋的誠意與心思。

玉寶錶行政總裁 Thomas van der Kallen 在記者會上表示對是次合作高度重視，並說：“透過與主要歐洲球會商討合作的可能性，指望令玉寶錶發展成一個由不同卓越足球會組成的鐘表家庭。”拜仁慕尼黑足球會執委會主席 Karl-Heinz Rummenigge 也對合作抱持樂觀的展望，認為球會和表廠同樣具備追求完美的信念，而長久的合作關係將進一步提升兩者的聲譽和形象。

### EBEL scores another winning page in prestige football

Following on from its 2007 announcement of cooperation with Arsenal FC, EBEL marches forward in the football world. As officially announced at the press conference in Munich on 10<sup>th</sup> February 2008, it will be the Timing Partner for FC Bayern Munich starting 1<sup>st</sup> July 2008, symbolizing the birth of an elite alliance between a luxury watch brand and prestigious European football clubs.

For the next five years, EBEL will take responsibility for all timekeeping aspects during home games and provide a timing interface for fans within the Allianz Arena; extreme timekeeping sophistication will also be presented at the Club, particularly within the VIP and Business Club lounges.

全球第一枚專利足球機芯，配以特大的 45 分鐘計時器，已被歸入玉寶錶 1911 系列，並作限量推出。飾有不同球會的標誌，將於 2008 年 10 月問世。  
The world's first football calibre with oversized 45-minute counter will be housed in the EBEL 1911 line and issued in limited editions bearing the insignia of different football clubs and available as of October 2008.



To symbolize this coalition between watchmaking precision and sporting ethics, EBEL has launched a timepiece dedicated to football – Calibre 245 – an ideal product for measuring each half time of a match as well as indicating extra time. This timepiece is a perfect result of painstaking effort by proficient watch artisans in the brand's La Chaux-de-Fonds workshops. Its name “245”, standing for 2 x 45 minutes corresponding to the two half times of a game, expresses EBEL's earnest interest in football.

Mr. Thomas van der Kallen, CEO of EBEL, greatly values this cooperation, and said, “As we continue to discuss possible partnerships with leading European football clubs, we intend in due course to develop a full-fledged EBEL family of prestigious football clubs.” Mr. Karl-Heinz Rummenigge, Executive Board Chairman of FC Bayern Munich is also optimistic with regard to their shared quest for perfection, and considers this long-term partnership as “a means of further enhancing the reputation and image of both parties”.