



## Press Release

# EEM LAUNCHES SEASON TWO OF THE LONGINES MASTERS SERIES LOS ANGELES – PARIS – HONG KONG The Grand Slam Indoor of Show Jumping

*« We Ride the World »™ - The Journey to Excellence  
Continues with a New Euro 4.5 Million Intercontinental Challenge*

**Ecaussinnes, Belgium June 1<sup>st</sup>, 2016** – EEM, the European company behind some of the world's leading show jumping events, today announced that registration is now open for Season Two of the Longines Masters Series – the 'Grand Slam Indoor of Show Jumping' on three continents. The new season kicks off in North America as the first major equestrian competition following the Olympics, with the Longines Masters of Los Angeles, September 29 - October 2, 2016 now in its new seaside quarters of the Long Beach Convention Center; followed by the Longines Masters of Paris, December 1-4, 2016 held alongside the Salon du Cheval de Paris, before setting sail for Asia and the third and final stage of the series with the Longines Masters of Hong Kong at Asia World-Expo from February 10-12, 2017.



One of the most prestigious equestrian events in the world, the Longines Masters Series attracts the best horses and riders on the planet. The unique event concept is a celebration of the best of the sport of show jumping and entertainment appealing as much to passionate equestrians and horse lovers, as those who enjoy a thrilling sporting event and unique lifestyle experience. EEM, creator, owner and organizer of this prestigious series, continue their quest for excellence, innovation and the reinvention of the sport of show jumping. Christophe Ameeuw, Founder and CEO of EEM said, *“I have always had an obsession with wanting to communicate my passion for this sport. With this new Season, thanks to Title Partner and Official Timekeeper Swiss watchmaker Longines, we begin our intercontinental journey to meet new audiences around the world, a step closer in the realization of my dream to “Ride The World” and bring Show Jumping into the international spotlight”.*

After a highly successful initial season, equestrian excellence, elegance and entertainment will reach new heights in the Longines Masters Season Two.

## **EEM INTRODUCES A NEW EURO 2.25 MILLION GRAND SLAM INDOOR BONUS FOR A EURO 4.5 MILLION INTERCONTINENTAL SERIES SHOW JUMPING'S ULTIMATE CHALLENGE**

A driving force behind the sport, EEM now raises the bar even higher and announces a NEW unprecedented bonus for its Grand Slam Indoor, show jumping's ultimate sporting challenge.

The new **Super Grand Slam Bonus** awards a €2.25 Million for a triple consecutive Longines Grand Prix victory starting in Los Angeles, then Paris and Hong Kong in the same season.

The **Grand Slam Bonus** of €1 million will be awarded for three successive victories in the Longines Grand Prix from one season to the next (ex: Paris > Hong Kong > Los Angeles, or Hong Kong > Los Angeles > Paris.)

Inspired by the famous Grand Slam in tennis, and officially recognized by the FEI, the new "Grand Slam Indoor of Show Jumping" reaches new heights as the world's top horses and their riders attempt to win the American, European and Asian legs of the Longines Masters. These are accomplishments that will mark the life of an athlete, and the rider who achieves this will not only enter the legend of the Longines Masters but also the entire sport.

With total potential prize earnings of up to €4.5 million, this new intercontinental challenge thus raises EEM and its "Grand Slam Indoor of Show Jumping" to the ranks of legendary sporting events such as the Ryder Cup for golf, the Grand Slam for tennis and the America's Cup for sailing.

### **EEM PRESENTS « WE RIDE THE WORLD »™ - THE JOURNEY TO EXCELLENCE**

The international signature of the Longines Masters "We Ride The World" was introduced last season by EEM, notably featured along with the documentary series "The Ride of My Life," both of which echo the philosophy developed by EEM for the Longines Masters:

Said Christophe Ameeuw: "If equestrian sports are a matter of taste, there is still a consensus that no one can question: the beauty of the horse transcends the sportive exploit, and beyond the extraordinary performance of the riders, conveys a feeling of wonder.

And this is doubtlessly what makes show jumping universal, transcending countries, cultures and populations. Its treasured values do not need rules to exist. They are shared without effort as a testimonial. There is something profoundly captivating in the competition, like a theatrical play that mesmerises and transports you.

In a world that is becoming more and more digital, the experience of the live spectacle is a rare and enviable commodity. All over the world sports events gather the crowds and unlock passions, inspired by social networks as symbols of a generation that is eager to share. This emotion, this dream, this enchantment that we bring to our "Masters" is our mission at EEM. Each new season of Longines Masters Series, "Grand Slam Indoor of Show Jumping", across three continents, three cultures, three emblematic cities, Los Angeles, Paris, and Hong Kong, we carry the values of our sport as an antidote to the difficulties of our time.

A few moments of wonderment in a tormented world."

### **A NEW ARTIST FOR SEASON TWO**

For the 2<sup>nd</sup> season in a row, Bruno Danto, EEM's Creative Director, entrusted the image for this season to young and talented Italian artist Riccardo Guasco. Said Danto, "*I wanted to present a distinctive image and identifiable style for the Longines Masters and initiated the collaboration with up-and-coming artists to interpret each Season Posters. With a bit of nostalgia, these images remind me of the covers of The New Yorker, where the best illustrators of the world capture life with a rare eye and elegance.*"

Guasco, who works as both painter and illustrator and now resides in Wales, created the new collection adding touches of cubism and hints at each urban setting. The posters speak to the reputation of each individual Longines Masters while also illustrating its core concept, “We Ride The World.”

To take part in the Longines Masters “We Ride The World” journey, **register online for all three events at [www.longinesmasters.com/en](http://www.longinesmasters.com/en)**.

*Stay connected for further updates and essential info, coming soon...*

## **ABOUT THE LONGINES MASTERS**

Established in three of the world’s most iconic cities — Los Angeles, Paris and Hong Kong — the Longines Masters series, “Grand Slam Indoor of Show Jumping” is renowned as one of the most prestigious equestrian events in the world. Created by EEM and inspired by the Grand Slam tennis tournaments, the Series rapidly developed abroad, with the Longines Masters of Hong Kong in 2013 and the Longines Masters of Los Angeles in 2014.

In 2015, the intercontinental trilogy became the Longines Masters. Presented by EEM and recognized by the FEI, the “Grand Slam of Indoor Show Jumping” is the ultimate challenge, with two levels of prizes:

**The Super Grand Slam**, a bonus of €2.25 million for winning 3 consecutive Longines Grand Prix in the same season: Los Angeles, followed by Paris and then Hong Kong. **The Grand Slam**: a bonus of €1 million for three successive victories in the Longines Grand Prix from one season to the next, (ex: Paris > Hong Kong > Los Angeles, or Hong Kong > Los Angeles > Paris.)

These events are broadcast in more than 120 countries and reach up to 550 million households. Every edition of the Longines Masters is a must-attend event bringing together top-level athletes and amateurs alike, celebrities and corporate decision-makers from around the world, all who come to enjoy a unique experience created by exceptional moments in sport, entertainment, glamour, gastronomy and contemporary art. Save the date for the Season Two.

- Longines Masters of Los Angeles: 29 sept-2oct, 2016
- Longines Masters of Paris: 1-4 December, 2016
- Longines Masters of Hong Kong: 10-12 February, 2017

## **ABOUT EEM**

EEM CEO and Founder Christophe Ameeuw and his team have set no less a goal than to reinvent the sport of show jumping. For over ten years they have been dedicated to bringing equestrian sports to the international front stage. Inspired by the legendary tournaments of the tennis Grand Slam, EEM gathers under one roof the best of show jumping, entertainment and lifestyle experience. 2009 was a crucial milestone for EEM with its revival of the “Jumping de Paris” and the creation of the Gucci Paris Masters. EEM then set off to conquer new continents, with an Asian edition which took place in Hong Kong in 2013, followed in 2014 by the first American stage of the Longines Masters in Los Angeles. In 2015 the intercontinental trilogy of which EEM is the creator, owner and organizer, became the Longines Masters “Grand Slam Indoor of Show Jumping”.

## **ABOUT LONGINES**

Based in Saint-Imier, Switzerland since 1832, the watchmaking expertise of Longines reflects a strong devotion to tradition, elegance and performance. Longines has generations of experience as the official timekeeper for world championships and as a partner of international sports federations. Over the years, Longines has forged solid and lasting ties with the sports world. Known for the elegance of its timepieces, Longines is a member of the Swatch Group Ltd., the world’s leading manufacturer of timekeeping products. Featuring the winged hourglass as its emblem, the brand operates in more than 150 countries.

Informations : [www.longines.com](http://www.longines.com)

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## PRESS INFORMATION

↪ **Rights free PHOTOS + images of the POSTERS: [Download Here](#)**  
↪ **Video reveal: <https://youtu.be/0EkEQoJgWVA>**

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