



They ride the world!

An international Who's Who of riders is in Paris this weekend for the Longines Masters. With Brazilian, Venezuelan, Slovak and Swiss victories on Day One, the competition has got off to a flying start very much in the spirit of the Longines Masters motto: We Ride The World.

At 8am on Thursday morning, while the Village Prestige was just beginning to stir, the first of those victories, the Prix Imovix (Prestige Trophy), was claimed by the young João Victor Castro, under the watchful eye of his mentor, Nelson Pessoa. Barely turned 18, the Brazilian has been riding since the age of five, moved to Europe three years ago and is sponsored by Doda de Miranda who sent him to Nelson Pessoa. He already has a number of prestigious wins under his belt but this is the first time he has triumphed in Paris in three appearances.

The icing on the cake is that he has teamed up with Hallina de Muze, a mare from the Ecuries d'Ecaussinnes, the competition stables of the founder of the Longines Masters, Christophe Ameeuw.

The day continued with two events in the Invitational Trophy which mainly draws amateurs delighted to rub shoulders with the planet's pros, to take to Paris's legendary arena and discover the difficulties and options concocted by the world-renowned international course designer, Luc Musette. The best of the spoils went to Venezuela and, in particular, the G&C stable with a win for Gustavo Mirabal in the Prix Feel Green and his rider Luis Miguel Martinez Seijas in the Prix Voyages Confidentiels. And there may be more to come from G&C as Sergio Alvarez Moya will ride the stable's Quitador Rochelais in the major events at this Longines Masters of Paris.

In the meantime, we caught up with the Prestige Trophy riders in the Prix Freelance where Slovakia's Bronislav Chudyba got right down to business; he claimed first price with an advantage of almost four seconds over François-Xavier Boudant. "It was because I stopped off for a coffee," joked the Frenchman taking such a decisive defeat in the best possible sporting way. João Victor Castro reaffirmed his status as the young rider of the day. After picking up a first in the morning he joined Bronislav Chudyba and Boudant on the podium for this 1.45 m event, just edging out local favorite and reigning junior European champion, Camille Condé Ferreira. This leg of the Longines Masters, which draws the greatest riders in the world, is also a springboard for the future Generation 6*!

Bronislav Chudyba could take it to the next level tonight as he should be entering the Longines Speed Challenge. We can't wait to see him measure up to the best riders in the fastest event in the world!

EEM

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And indeed the greatest names in show jumping made their entrance at the end of the day in the Prix EEM. For some it was a chance to prepare their top horse for the weekend ahead and for others it was a way of mixing business with pleasure and Martin Fuchs proved the best at doing that. Riding Uzo van het Hobos Z, his time was simply unbeatable which augers well for the Longines Speed Challenge tonight which he is scheduled to enter on the same horse. "He was a little wary when we stepped into the arena," explained Fuchs. "But once I moved forward he began concentrating." A revelation in the 2014 competition, the young Swiss rider left Paris with a victory in the closing Grand Prix. He has returned on winning form with his very competitive nine-year-old Z. We look forward to the next installment in this love story between Paris and the 22-year-old champion.

Glamour took over in the evening with the MIASUKI fashion show MIASUKI, a number by Sylvie Willms wonderfully accompanied by her Anglo-Arabian and two Friesians, an L.E.J. concert while Jérémie Charlier took us into the night. This close bond between sport, show time and party time is the very hallmark of Paris and the Longines Masters.

INFORMATION

Longines Masters of Paris

DATES : From December 3rd to 6th 2015

WEBSITE : <http://www.mastersgrandslam.com/fr>

TICKETING : Tickets available at <http://www.mastersgrandslam.com/ang/ticketing>

ABOUT EEM

To reinvent Show Jumping! What an ambitious goal EEM CEO and Founder Christophe Ameeuw and his team have set for themselves! For over ten years they have been dedicated to bringing equestrian sports to the international front stage. Inspired by the Grand Slam in tennis and its legendary tournaments, EEM gathers under one roof the best of the sport, entertainment and glamour.

2009 was a crucial milestone for EEM with the revival of the Jumping de Paris and the creation of the Gucci Paris Masters, as it marked the beginning of their international development. EEM then set off to conquer new continents. An Asian edition took place in Hong Kong in 2013, followed in 2014 by the first American stage of the Longines Masters in Los Angeles. This first edition on the American continent was welcomed by renowned sports channel ESPN with the headline "The Next Big USA Sport".

In 2015 the intercontinental trilogy becomes the Longines Masters, presented by EEM.

ABOUT THE LONGINES MASTERS

Established in three of the biggest cities - Los Angeles, Paris and Hong Kong - the unique Longines Masters series is recognized by the Fédération Equestre Internationale and is one of the most prestigious equestrian competitions worldwide. Created by EEM, the concept of

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the Masters was born in 2009 with the first edition of the Gucci Paris Masters, now renamed the Longines Masters of Paris. Inspired by the Grand Slam tournaments in tennis, the circuit rapidly developed abroad, with the Longines Masters of Hong Kong in 2013 and the Longines Masters of Los Angeles in 2014. In 2015, the circuit was renamed the Longines Masters, this term covers all legs of the series.

The world's best riders and horses will compete for one million dollars in prize money at each leg of the series. In addition, any rider who consecutively wins the Longines Masters Grands Prix in Paris, Hong Kong and Los Angeles will be rewarded with one million euros Masters Grand Slam bonus. For two successive victories, the rider will be awarded €500,000, and winners of two non-successive victories within a series of three Longines Masters Grand Prix will receive a €250,000 bonus.

These events are broadcast in more than 120 countries and reach almost 550 million viewers. Every edition of the Longines Masters is must-attend event that brings together sports enthusiasts, amateurs, celebrities and corporate decision-makers from around the world, who come to enjoy a unique experience, boasting exceptional sport, entertainment, glamour, gastronomy and contemporary art.

- . Longines Masters of Los Angeles October 1st to 4th 2015
- . Longines Masters of Paris December 3rd to 6th 2015
- . Longines Masters of Hong Kong February 19th to 21st 2016

ABOUT LONGINES

Longines has been based in Saint-Imier in Switzerland since 1832. Its watchmaking expertise reflects a strong devotion to tradition, elegance and performance. Longines has generations of experience as the official timekeeper of world championships and as a partner of international sporting federations. Over the years, Longines has established solid, long-term relationships with the sporting world. Renowned for the elegance of its timepieces, Longines is a member of the Swatch Group Ltd., the world's leading manufacturer of horological products. Using the winged hourglass as its emblem, the brand has outlets in over 140 countries. www.longines.com
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