

February 19-21 2016 AsiaWorld-Expo

## **PRESENTATION OF THE LONGINES MASTERS OF HONG KONG THE GRAND SLAM INDOOR OF SHOW JUMPING AVANT PROGRAM AND NEW FEATURES**

**Hong Kong, January 28, 2016** – The much anticipated 2016 Longines Masters of Hong Kong is almost here.

In less than a month Asia's most prestigious and exciting show jumping competition will get underway and this year's edition promises to be bigger and better than ever.

After three successful editions, the Longines Masters of Hong Kong staged at AsiaWorld-Expo from February 19-21, is now a popular fixture of the highly regarded Longines Masters series which is also presented in America (Los Angeles) and Europe (Paris).

The Longines Masters now challenges riders to battle it out for the Masters Grand Slam Super Bonus. If a rider takes out all three consecutive Longines Grand Prix events he or she is eligible to win a 1 Million Euro bonus or a Super Bonus of 500,000 Euros for two consecutive wins or 250,000 Euros for two non-consecutive wins.

Now that the stakes are so high it is no surprise that the Longines Masters of Hong Kong, a competition celebrating sporting excellence and elegance, is attracting more and more of the world's top riders.

An exciting line-up of the best horse men and women in the world have been confirmed for next month's 'M Mark' event organised by EEM including French heroes Patrice Delaveau, Kevin Staut and Roger Yves-Bost as well as British legend John Whitaker who stole the show last year on his amazing stallion Argento winning the Longines Grand Prix. German champion Ludger Beerbaum will also be returning in 2016 as well as local rider Jacqueline Lai.

The opening night of competition on Friday February 19 will feature The Hong Kong Jockey Club Trophy followed by the unique and entertaining "Race of the Riders" where Hong Kong's best jockeys will challenge the world's best Show Jumpers. This innovative competition will take place again in 2016 with top local jockeys set to pair up with some of the best visiting show jumping riders. The Hong Kong Jockey Club Race of the Riders final starters are; Joao Moreira/Marco Kutscher (Team The Magic), Neil Callan/Bertram Allen (The Irish Horsemen), Vincent Ho/Simon Delestre (The Speed Masters) and Derek Leung/Jacqueline Lai (The Hong Kong Duo).

On day 2 on Saturday February 20, the evening will be dedicated to the spectacular Longines Speed Challenge, known as the fastest Show Jumping competition in the world and the only speed class of its kind in the world.

The Longines Speed Challenge is now a classic. It's "the" definitive speed challenge. It could be called a world championship, crowning the fastest rider competing in the events that span the three continents that host the Longines Masters Series. Faults are penalized less than in other competitions,



which in turn pushes the riders to give it their all and creates a never-before- seen atmosphere in this sport.

On the final day, Sunday February 21, the Massimo Dutti Trophy will lead in to the most important event of the three days - the Longines Grand Prix.

The Massimo Dutti Trophy is a Table A against the clock. The rider that completes the course in the fastest time with the least amount of penalties will be declared the winner. In this one round competition, horse and riders give it all they've got much to the delight of the public.

Longines Masters of Hong Kong will end on a high note with the longines Grand Prix on Sunday afternoon. The weekend's star event, part of the Masters Grand Slam Super bonus, is held on an Olympic-standard 1.60m technical track. The World's best riders will compete with their best horses.

A major new addition to the 2016 Longines Masters of Hong Kong will be the Shanghai Tang Polo Cup. It will be the first time polo is played in Hong Kong for more than 30 years. The Shanghai Tang Polo Cup promises to be one of the major highlights of the Longines Masters of Hong Kong with many locals already looking forward to seeing this classic game played out.

As well as top class equestrian action the Longines Masters of Hong Kong will host world class hospitality. On each day the Masters Club headed by 2 Michelin star chef Yves Mattagne will offer a glamorous, unique and stylish dining experience for visitors with incredible views of the competition arena.

The Prestige Village, will also be a hive of activity with the best food, wine, Mixologist classes, luxury shopping and art exhibitions. There will also be a Kids Club to keep young visitors entertained.

At the close of competition on days 1 and 2 the Prestige Village will stage amazing after parties with a special guest on Saturday night, the world famous DJ from Europe, Cassius, set to take centre stage.

For the first time in Longines Masters history, visitors will also have the privilege of meeting the real stars of the competition - the horses.

This year, four specially erected stables within The Hong Kong Jockey Club Horse Pavilion will offer a rare opportunity for horse enthusiasts and anyone looking for an exclusive photo-taking experience to admire these incredible equine champions up close.

Asia's biggest and best equestrian event, the 2016 Longines Masters of Hong Kong, gets underway at 4:15pm on Friday, February 19.

Entry is free into the Prestige Village.

For bookings or more information please go to [www.longinesmasters.com](http://www.longinesmasters.com)

For VIP/Corporate hospitality visit: <http://www.longinesmasters.com/en/hospitality/5-Masters-Club-VIP-Tables>

Tickets for The Longines Masters of Hong Kong 2016 can be purchased at: [www.longineshkmasters.com](http://www.longineshkmasters.com) or <http://venue.cityline.com>.

EEM

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WWW.LONGINESMASTERS.COM

Ticket details:

Sessions	Prestige Seats	Standard Seats
Session 1 - 19 Feb 2016, 6:00pm-12:00am	\$720	\$590
Session 2 - 20 Feb 2016, 9:00am-6:00pm	n/a	\$330
Session 3 - 20 Feb 2016, 6:00pm-12:00am	\$720	\$590
Session 4 - 21 Feb 2016, 9:00am-6:00pm	\$980	\$850

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Editors' Notes:

Website: [www.longinesmasters.com](http://www.longinesmasters.com)

Ticketing : [www.longinesmasters.com/en/ticketing](http://www.longinesmasters.com/en/ticketing)

Official Trailer for The Longines Masters Series 2015-2016 'We Ride the World':

<https://youtu.be/DGtw5rkV2Fo>

The Ride of My Life web series: <http://www.longinesmasters.com/en/masters-tv>

#### ABOUT THE LONGINES MASTERS

Established in three of the world's most iconic 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 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.

The world's best riders and horses compete for one million dollars in prize money at each leg of the series. In addition, any rider who consecutively wins the Longines Masters Grand Prix in Paris, Hong Kong and Los Angeles will be rewarded with one million euros Masters Grand Slam Super 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 up to 550 million households. Every edition of the Longines Masters is a 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.



#### 2015-2016 Season:

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

#### 2016-2017 Season:

- Longines Masters of Los Angeles 29<sup>th</sup> September to 2nd October 2016
- Longines Masters of Paris 1<sup>st</sup> -4<sup>th</sup> December 2016
- Longines Masters of Hong Kong 10<sup>th</sup> -12<sup>th</sup> February 2017

#### 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 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 150 countries. [www.longines.com](http://www.longines.com)

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Issued on behalf of EEM by GHC Asia Public Relations Hong Kong

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Asia's most prestigious show jumping competition will get underway in less than a month



Winner of the Longines Grand Prix in Los Angeles in 2015, Marco Kutscher



Juan-Carlos Capelli, Vice president of Longines and Head of International Marketing and Fernanda Ameeuw. Simon Delestre 2nd, winner Patrice Delaveau and Billy Twomey 3rd  
Credit: Laurent Vu for EEM



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