



## PRESS RELEASE

28 March 2023

### B.R.M Chronographes is celebrating its 20th anniversary

**Recipient of the French government's "Entreprise du Patrimoine Vivant" (Living Heritage Company) label, B.R.M Chronographes has been fashioning exceptional timepieces of highly mechanical inspiration since 2003. At the helm is founder Bernard Richards, who couldn't be prouder to celebrate the house's 20th year of operation with a special logo and an equally special series of watches.**

Bernard Richards has been under the spell of motorsports from an early age. After several years working for some of the world's most prestigious luxury brands an idea came to him one sleepless night that would change his life... From his home in the French Vexin regional natural park, Bernard Richards sketched what would become his first timepiece: the GP40. That sleepless night in 2003, B.R.M Chronographes' adventure was launched.

The entrepreneur lent his initials to the brand's name: B.R.M, for Bernard Richards Manufacture. His objective: to offer automatic wristwatches of bold design, infused with the very racing spirit that drove him, and taking their inspiration from the exacting standards of cutting-edge industry. It is this relentless creativity and unquenched thirst for innovation that have enabled the brand to develop (among other things) the first three-hand watch to be mounted on shock absorbers, the only automatic watch on the market suitable for golf play, and the first automatic watch with a floating movement.

20 years later, some 40,000 automatic timepieces under the B.R.M Chronographes brand are telling time on the wrists of motorsports' greatest enthusiasts. Through these watches the French house has won a number of prizes and been crowned world champion many a time in countless disciplines. It is a remarkable accomplishment, one that the house's director cannot help but recognize and salute:

*"I'd like to thank all the people who have helped me establish this manufacture — an artisanal French manufacture, with an international profile. I could never have done it alone. My thanks also to our customers, who inspire us to new heights every day. And my thanks to our partners for their unfailing support, to the drivers who race under our colors and thrill us with their exploits, and to our watchmaker, who's been with us since the early days. Thanks to all of our passionate collaborators, every one devoted to the brand, and to my family, who lend me their support every day."*

**We will be celebrating our 20th anniversary all year long. For the occasion we have created both a logo — one that puts the brand's French identity front and center — and a new wristwatch in limited edition of 20 pieces.**

Technical specifications of the V12-44 20th Anniversary Edition:

Black and grey checkered titanium case  
Black tachymeter with white lettering  
Black skeleton dial with white decals, 20th-anniversary logo  
Bronze-colored H&M hands, tricolor (blue, white, red) GS hands  
Black crown engraved with X/20  
Bronze lugs and crown protector  
Black alcantara strap with perforations and double bronze stitching, fitted with a bronze single buckle  
Automatic movement 7753 - 27 jewels  
Power reserve: 46 hours  
Water resistance: 100 meters  
Limited edition of 20 pieces  
Price: €11,000 including taxes



Download HD images  
<https://we.tl/t-lfoMqVs1wD>

**Press contact:**

Ivelina Kolev  
i.kolev@brm-manufacture.com  
+33 (0)7 67 97 69 24  
[brm-chronographes.com](http://brm-chronographes.com)