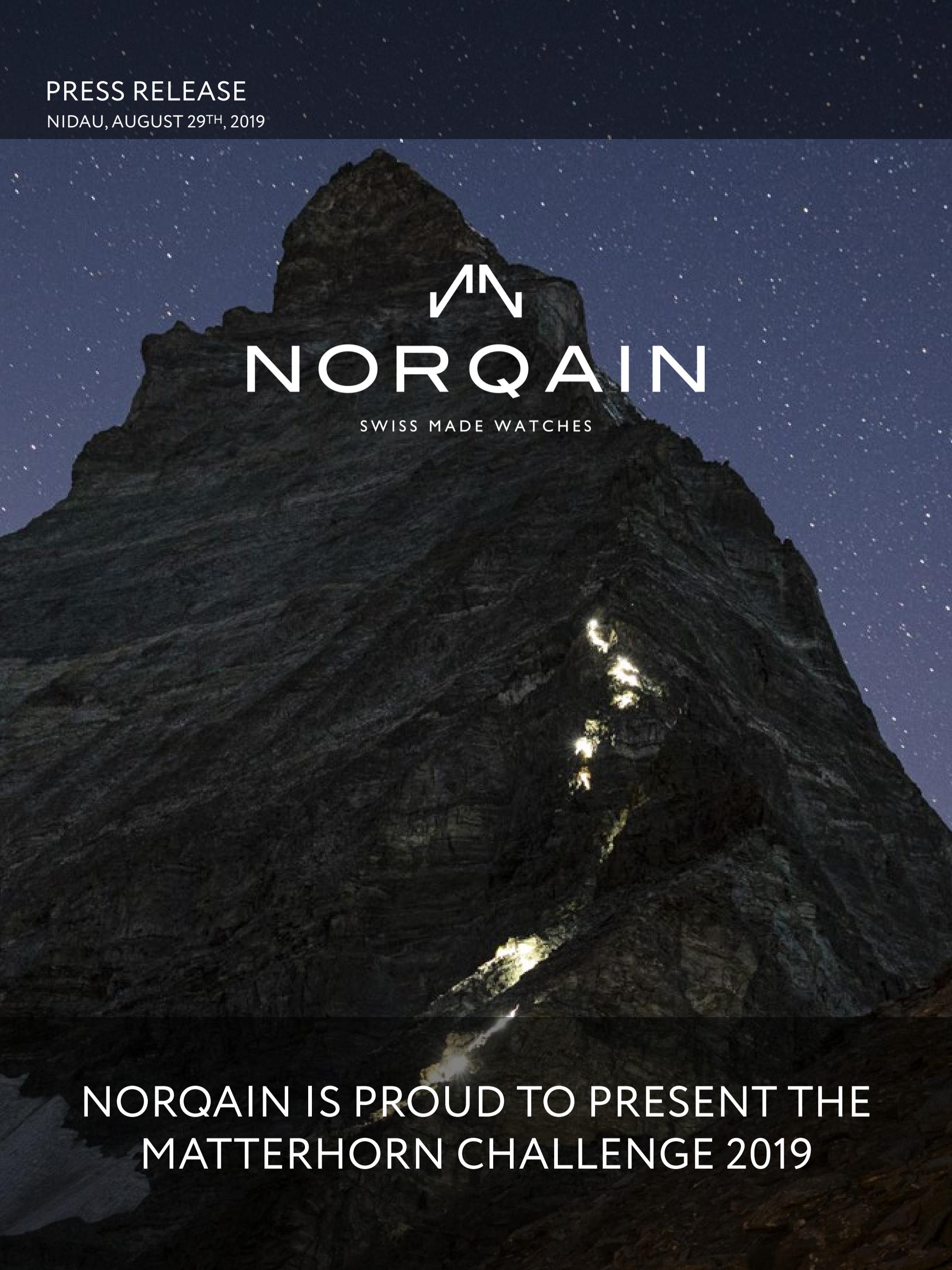


PRESS RELEASE

NIDAU, AUGUST 29TH, 2019



NORQAIN

SWISS MADE WATCHES

NORQAIN IS PROUD TO PRESENT THE
MATTERHORN CHALLENGE 2019

THE NORQAINERS



Naoto Minoda (JP)



Justine Gosling (GB)



Oliver Adkins (GB)

This year's NORQAINER Challenge 2019 took place from the 11th – 16th of August, 2019 in Zermatt, Switzerland. Accompanied by our brand ambassador and Matterhorn speed record holder, Andy Steindl and two additional mountain guides, the three chosen winners of the NORQAINER Challenge contest had the opportunity to climb the world-famous Matterhorn.

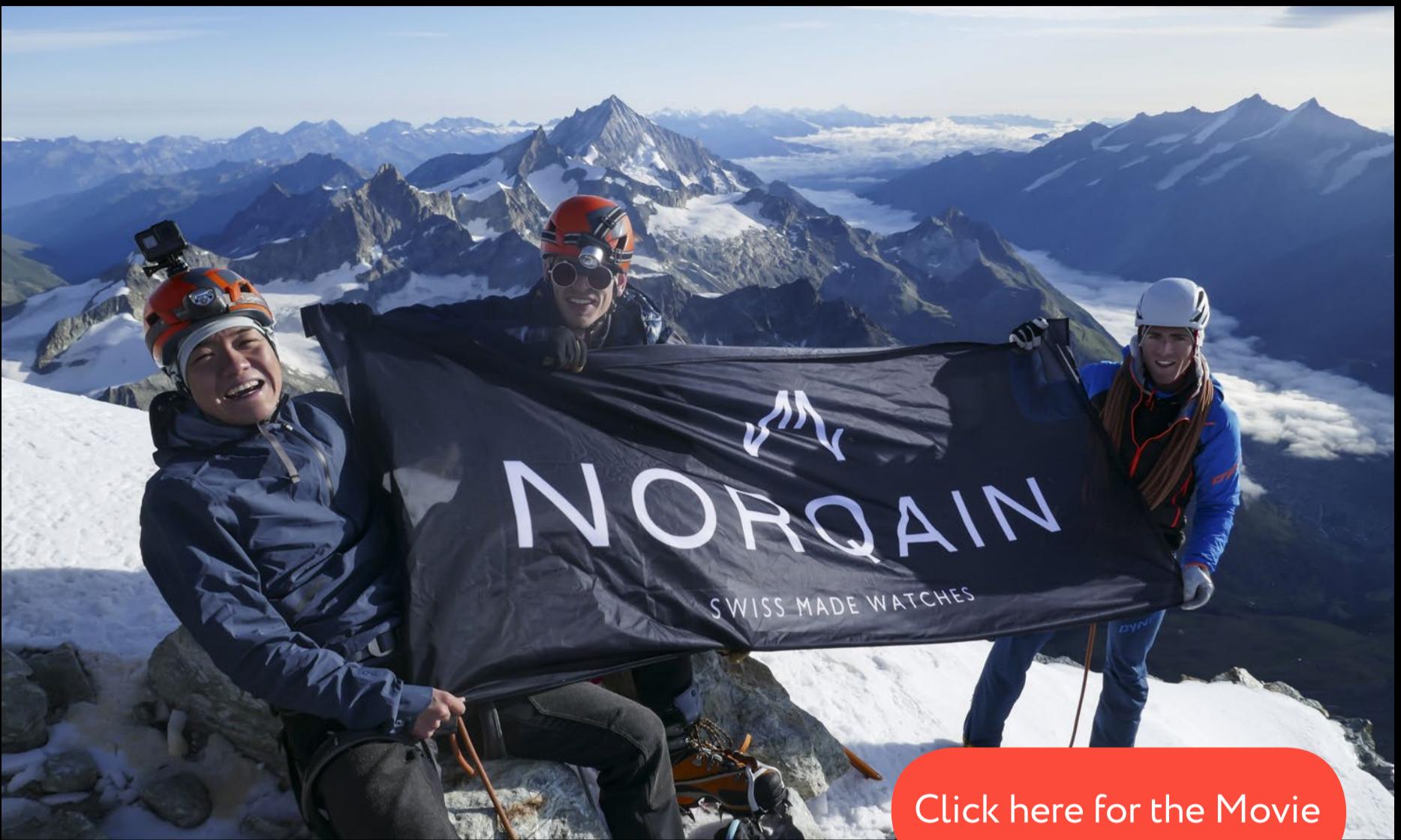
After a training at the Hörnlihütte at an altitude of 3260 metres the NORQAINERS spent the night at the Matterhorn Base Camp where they started their adventure towards the summit at 4:20 am the next morning.

The Matterhorn entails the difficulties of conquering a high altitude summit at 4'478 metres, requires determination and great mountaineering skills. We are proud to announce that the NORQAINERS Naoto Minoda from Japan and Oliver Adkins from England successfully conquered the world-famous Matterhorn on August 14th, 2019. Justine Gosling from England showed great determination and courage and made it to 4000 metres before she and her mountain guide made the joint decision to return to the Matterhorn Base Camp.

As of 2019, NORQAIN will be organising a NORQAINER Challenge once a year in which participants from all around the world can step out of their comfort zone and join us on an unforgettable adventure!

NORQAIN proudly congratulates all the participants on their tremendous achievement and is proud to have enabled this unforgettable experience for adventurous mountaineers with a true NORQAINER spirit.

To compete in this year's NORQAINER Challenge contest, participants from all around the world uploaded a picture of themselves on Instagram using the hashtag #norqainerchallenge2019. This post entailed an adventurous outdoor picture and a caption explaining why they should be the chosen ones for the NORQAINER Challenge 2019. The chosen NORQAINERS are united by a true love for outdoor adventures and are an amazing representation of the NORQAIN mindset – my life, my way!



[Click here for the Movie](#)

In collaboration with **ON** all three participants were equipped with **ON** performance gear.



As a keepsake of this incredible experience, all three NORQAINERS and Andy Steindl received this model with an engraved Norqainer Challenge 2019 plate.



Boilerplate:

NORQAIN is a fully independent, family-owned Swiss watch company located in Nidau (Bienne) in the heart of the Swiss watch industry. The company is led by CEO and founder Ben Küffer. He has 11 years of international experience in the watch industry. His father, Marc Küffer is the Chairman of the Board and has more than 45 years of experience in the manufacturing of luxury watches. Mark Streit, former NHL player and Ted Schneider, the son of the watch legend Théodore Schneider are also members of the Board of Directors. The three collections Adventure, Freedom and Independence – are exclusively equipped with mechanical automatic movements. A NORQAIN is a high-quality watch produced in Switzerland with a strong design and a striking uniqueness. Every timepiece is handcrafted with unconditional attention to detail.

A NORQAIN is the perfect companion for every life moment. Discovering different places, experiencing crazy adventures and celebrating personal achievements.

be a NORQAINER – your life, your way

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