

Diese Meldung kann unter <http://www.presseportal.ch/de/pm/100005598/100607493/three-world-records-maurice-lacroix-bering-strait-expedition-started> abgerufen werden.

Maurice Lacroix S.A.

Three World Records: Maurice Lacroix Bering Strait Expedition started

27.07.2010 - 09:00 Uhr, Maurice Lacroix S.A.

Zurich (ots) -

- Indication: Picture will be sent through EPA and can be downloaded free of charge under:

<http://www.presseportal.ch/de/pm/100005598/?langid=2> -

A team of adventurers with the motto of "Follow Your Convictions" has set out to cross the Bering Strait by kiteboard, setting three world records in the process:

1. The first crossing of the Bering Strait by kiteboard.
2. The first crossing from America to Asia by kiteboard.
3. The first crossing of the International Date Line by kiteboard.

"If these extreme athletes are successful in their expedition, they will go down in history and thus prove that you must follow your own convictions to achieve big things," says Martin Bachmann, Maurice Lacroix CEO, speaking of this unparalleled adventure.

100 km in wild waters with temperatures as low as 2-3°C - six to eight hours of complete dedication - must be travelled by kiteboard. Extreme athletic performances of this kind require a preparation phase of several months. But the Expedition is more than just a top-class sporting event: it is also an exciting journey of discovery through the pathless terrain of Alaska and Russia.

The Maurice Lacroix Bering Strait Expedition can be followed live on the micro-site www.beringstraitexpedition.com

About Maurice Lacroix

Since the launch of its first watch model in 1975, Maurice Lacroix has evolved to become a sought-after Manufacture brand. With its own workshops producing complex components for mechanical calibres, Maurice Lacroix joined the exclusive league of Swiss Watch Manufactures at the end of 2006. Thanks to continued innovative development both in technical fields and in design, Maurice Lacroix has registered several patents and trademarks. Maurice Lacroix is one of the few independent watchmakers and employs more than 200 people worldwide, the majority of whom are based at the international head-office in Zurich and the production facilities in Saignelégier and Montfaucon in Switzerland.

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