



Press information, May 2019

## **JAEGER-LECOULTRE LAUNCHES A CARE PROGRAM WITH 8 YEAR WARRANTY**

Underpinning its ambition to continuously provide richer, more innovative and tailored experiences for its customers, Jaeger-LeCoultre launches a Care program in line with evolving global customer needs and desire for personalized content, technical expertise and education. This Care program will deploy a dedicated digital platform, highly personalized with value-added information, advice and services as well as an up to 8-year International Limited Warranty across all clocks and watches.

Jaeger-LeCoultre is a fully-integrated manufacture with more than 180 crafts under one roof. From Research and Development, to design, to assembly, decoration or crimp, every different stage required for the creation of a Jaeger- LeCoultre timepiece is conducted within the Manufacture in the Joux Valley in Switzerland.

This quest for excellence drives the Maison's creativity and the quality of its timepieces, and Jaeger-LeCoultre constantly dedicates its investments to improving the satisfaction of its clients.

### **Manifesting an advanced client centric program in the watchmaking industry**

In the course of spring 2019, Jaeger-LeCoultre customers can register exclusively their Jaeger-LeCoultre clocks and watches on a dedicated **online platform** that enable them to manage their personal collection and to benefit from the Maison's personalized new services – **the Jaeger-LeCoultre Care program**.

Timepieces **under the original International limited warranty today** will be eligible for the warranty extension upon online registration to this program on [jaeger-lecoultre.com/services](http://jaeger-lecoultre.com/services)

After their registration, Jaeger-LeCoultre clients will receive personalized services throughout the life of their timepieces, including:

- In-store: added-value services regarding maintenance or enhancement of their timepieces, such as functional checks or engraving tool.
- Online: specific information and advices provided by our craftsmen on their specific timepieces in addition of pre-configured digital tools for personalization and care

The set of new services will be managed via a dedicated online platform available in 12 languages (English, French, German, Portuguese, Spanish, Italian, Arabic, Russian, simplified and traditional Chinese, Japanese and Korean). Wechat users will also benefit from the program thanks to the integration of the platform.

Designed to foster an intensified relationship with customers around the world, the Care program is supported by Jaeger-LeCoultre's global multi-channel network to meet customers wherever they prefer to shop or connect with the Maison. Customers can receive advice and support related to the online platform across all of Jaeger-LeCoultre's official POS [and e-commerce partners] globally, regardless of whether they have made their purchase in store or online.



## **The spirit of inventiveness anchored in Jaeger-LeCoultre's heritage**

In line with the Maison's principle of innovation at the service of watchmaking, the Care program is rooted in the Maison's alchemy between past, present, and future to provide the highest technical expertise and unparalleled service levels.

It is Jaeger-LeCoultre's A to Z approach and exceptional teams of watchmakers, artisans, engineers, technicians, artists and other specialists that drives the Maison's creativity, the quality of its timepieces and related services or experiences.

The collective passion of the Manufacture for innovation and its appetite to master together the technical challenges of watchmaking has resulted in the creation of over 1,200 calibers including the world's most iconic watches and high complications.

### **Catherine Rénier, CEO of Jaeger-LeCoultre, statement**

*"We are proud to say that our new Care program is an integral part of our Maison's values to foster a long-term and caring relationship with our customers. We continuously invest in the satisfaction of our valued customers and this program and warranty offer is a true milestone designed to assist our customers in knowing better and taking care of their timepieces. We are excited to offer this new solution to our customers' evolving preferences while remaining true to our Maison's long traditions and status as the Home of Watchmaking, by constantly challenging ourselves to take technology, design and service quality to the next level."*

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## **Jaeger-LeCoultre**

Since its creation, Jaeger-LeCoultre has been delighting and surprising devotees of beautiful objects. In keeping with the inventive spirit, initiated in 1833, the artisans of the Manufacture combine their talents and expertise to create collections, which have been at the forefront of watchmaking both technically and artistically. Reverso, Master, Jaeger-LeCoultre Polaris, Rendez-Vous and Atmos collections – this rich legacy built by the Grande Maison over centuries serves as a constant source of inspiration in its ongoing pursuit of excellence. In the wake of many legendary models, the 21st century has seen the emergence of the Hybris Mechanica and Hybris Artistica collections. These rare pieces are as surprising as they are sophisticated yet again bearing witness to the creative passion of the men and women who work in symbiosis under its roof.

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[www.jaeger-lecoultre.com](http://www.jaeger-lecoultre.com)