

HYT extends its guarantee to 5 years: a gift from HYT to its customers

When it's your birthday, you normally receive presents. However, HYT doesn't often follow convention!

To celebrate its 3rd anniversary, HYT has decided to offer something different to its collectors: from 1st July 2016, each new HYT watch will have its guarantee extended from 3 years to 5 years. In addition to this, pieces purchased before this date will also have their guarantees retroactively extended by an additional two years.

"Beyond the gesture, we wanted to make sure all of our customers could benefit from the technological advances we have implemented," explains Gregory Dourde, CEO of HYT Watches. *"We wanted to thank our visionary customers who share our passion for creating a new kind of watchmaking, and who have believed in us right from the start. Offering an extra two years on the guarantee is our gift to those who reaffirm their commitment to us every day."*

About HYT

HYT is a Swiss independent luxury watch brand that launched in 2012 revolutionising the horological market with the use of game changing fluid technology that unites mechanics and liquid within a wristwatch. The use of hydromechanics was a first ever in the watch industry and HYT was the winner of the 2012 Geneva Watchmaking Grand Prize, Best innovative Watch Concept (Grand Prix de l'Horlogerie de Genève). In Q1 2016 HYT opened its first proprietary stand alone boutique (Malaysia) and is set to have more than 80 point of sales by December 2016. Based in Neuchatel, HYT SA is the sister company of Preciflex and the main brand under which the patented fluid technology is marketed today.

www.hytwatches.com

Contact

Cloé BIESSY (Switzerland)

Communications Director

+41 78 656 40 29

c.biessy@hytwatches.com