

TW STEEL®

BIG IN OVERSIZED WATCHES

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BRAND STATEMENT

TW Steel stands unique amongst its rivals concentrating exclusively on continuing to develop and lead the oversized watch market it established with the introduction of its first collection in 2005.

TW Steel, the name meaning **'The Watch in Steel'**,

has rapidly established itself as a big, bold, lifestyle brand. Its collections are reflective of, and available for all tastes and occasions without compromise to design or build.

Successfully combining design and innovation, TW Steel offers a defined sense of individuality with style and quality assured.

Anybody can wear a TW Steel watch –
Anybody can buy a TW Steel watch!

TW Steel's Brand DNA is founded on the following core values:

- Design
- Individuality
- Quality
- Affordability
- Boldness

**Put simply, a TW Steel watch
makes a powerful statement!**





HISTORY

TW Steel started out in The Netherlands, led by its entrepreneurial CEO, Jordy Cobelens, who now aged just 27 finds himself spearheading one of the most exciting and innovative watch brands to hit the market in recent times.

A simple four-model collection in 2005 has quickly turned 'The Watch in Steel' into a breakout lifestyle brand with the range set to top 124 individual executions in 2010.

Being 'Big in Oversized Watches' is more than a mere strap line for the company though. The size of its watches form an essential part of TW Steel's identity along with the unique use of stainless steel, all models being produced to Swiss quality standard.

It was an idea born out of the creative mind of Ton Cobelens, Jordy's father, who leads the design process for each new timepiece, while the day-to-day running of the company is left to his son who, despite his age, boasts over a decade's worth of experience in the watch business, having gained first-hand experience from the ground up in sales, marketing and distribution.

Jordy Cobelens' drive and vision has helped to firmly establish TW Steel as a major international watch brand. From its relatively humble beginnings in 2005, TW Steel is now available in over 50 countries worldwide across approximately 3000 retail outlets.

While the company enjoys a broad-reaching, affordable price-point, the strength of the design, combined with the overall look and feel of the product, has ensured TW Steel sits comfortably in high-end retail outlets enjoying its own unique appeal against more established, aspirational brands.



Canteen • Grandeur • Tech • Icon • Diver • Goliath • CEO Tonneau • CEO Canteen

Product Overview

The distinctive style of TW Steel is primarily recognized by the size dimensions of the watches. The oversized look has proved to be instantly appealing to both male and female consumers. With case dimensions up to 50mm, TW Steel is certainly one of the “big boys” among watch brands. TW Steel both leads and reflects current fashion trends. For TW Steel though, the oversized look is more than just mere hype. It forms an essential part of its identity.

Another distinctive characteristic of all TW Steel models is the use of stainless steel. After all TW Steel stands for **‘The Watch in Steel’** and as such the brand clearly states what it stands for. The cases have been made of high-grade steel with or without 100% A grade PVD black coating, gold plating or rose gold plating.

At the moment the TW Steel collection consists of eight lines: Style is subjective! With this in mind TW Steel offers a wide range of straps to meet consumer tastes. Presented in a range of colours, based on those displayed in the TW Steel strap folder, TW Steel has both leather and rubber straps available subject to the collection.



The objective of TW Steel to develop a watch which radiates luxury, style and quality at reasonable price has undoubtedly succeeded.

Manufacturing Inputs

TW Steel watches are made from the highest quality stainless steel.

Watches featuring PVD plating only use the best standard available.

TW Steel watches feature Miyota movements – the highest technology from Japan.

All TW Steel models are produced to Swiss quality standard.



CEO A Higher Level



TW Steel's CEO platform, the name meaning 'Collection ExtraOrdinary' has purposefully been created to further showcase the company's sense of ambition but secondly to establish the brand as competition to the more established, higher-priced watch brands.

Offering high-end editions of existing collections sees TW Steel continuing to showcase its innovative thinking. This is the same mindset that has effectively helped establish the oversized watch market with TW Steel firmly at the forefront.





Jordy Cobelens

Chief Executive Officer

Jordy Cobelens knows watches. As CEO of TW Steel, not only is the 27-year-old engaged in the development of a burgeoning global watch brand, he also learned his trade from the ground up with over a decade's worth of experience in the business dating back to his mid-teens.

Born and raised in Amsterdam, it was Jordy's father, Ton Cobelens, who first forged his son's interest in watches as a Raymond Weil distributor in The Netherlands before going on to run a successful advertising agency. With Ton then starting his own watch brand, Jordy soon found himself honing his entrepreneurial skills at school, selling watches to the fathers and relatives of his friends.

Ton and Jordy first began working in earnest together with the start of the 'Swiss' watch brand. It was during this period Jordy learned the trade, including spending a year working in Germany, dealing with jewelers and distributors, gaining first-hand experience of the watch business on every platform. The company enjoyed strong sales in Holland, Germany and Spain. Running parallel to his on-going commitments in the watch industry Jordy founded his own record company – JC Records.

As an accomplished DJ, Cobelens turned his passion for music into a business while continuing to play at several major festivals in Holland throughout this time.

The concept of TW Steel was enough to lure Jordy back into the watch business on a full-time basis and once again work with his father in 2005. Believing in the potential of the brand, Jordy seized the opportunity to head up TW Steel and front its development as it quickly became a leader in the field of oversized watches, its name meaning 'The Watch in Steel'.

With Ton focusing on the design of these highly individual watches, which will top 124 models in 2010, Jordy has successfully led TW Steel from the front with sales in 2007 rising by 300 percent. Armed with an expanding global distribution network, TW Steel continues to go from strength to strength with Jordy Cobelens' unrivalled passion for the brand driving its continued success.



Ton Cobelens
Chief Design Officer

Ton Cobelens' success as TW Steel's Chief Design Officer is all the more impressive given the Dutchman holds no formal design qualifications. Of more importance to the 59-year-old in his creative processes are the developments in the market and what people - ultimately potential TW Steel consumers, like and seek from new product.

Born in Zaandam, Cobelens' career started with a position as a sales executive in his father's company - operating a local newspaper. It was here he had his first taste of design, responsible for producing adverts, copywriting and crucially selling the advertising space in the first place.

This eventually led to a sales management position with some national newspapers and magazines before Cobelens joined an advertising agency as an account manager - developing core skills and experience in each role which have all helped attribute to the growth and success of TW Steel.

His move into the watch world dates back to 1980 when Ton became the Benelux distributor for Raymond Weil and Maurice la Croix watches. It was during this period that he started to design his own watches, developing a range of private label watches for airlines such as KLM, Martinair and Wardair.

While Ton eventually sold this company to start an international advertising agency, specializing in communications for the IT industry, in the latter years of running this business he again found himself back in watches, managing advertising and promotions for the Swatch group in the Benelux.

This work revived Ton's passion for watch design. Selling his advertising agency, he designed and marketed a small Swiss-made watch brand which proved to be popular in his native Holland and other European countries. It was then upon the request from his Dutch distributor in 2005 for an affordable, oversized watch that the concept behind 'The Watch in Steel' subsequently emerged.

TW Steel was born with Ton fulfilling the role of Chief Design Officer while his youngest son Jordy managed the day-to-day operations, now in the role of Chief Executive Officer. Ton's first collection for TW Steel, a four model 1200-piece range, sold out within just six weeks in the Dutch market.

Ton oversees all design elements for the TW Steel family, numbering 124 executions in 2010, with his passion for design and development a critical factor in the continued growth and ultimately popularity of the brand.



Stewart Bain

Chief Commercial Officer

Stewart Bain was appointed TW Steel's Chief Commercial Officer in February 2009. The 43-year-old Scot has enjoyed an executive career holding senior sales and marketing positions throughout Europe, Asia Pacific and the United States of America.

Stewart's global experience at senior corporate level encompasses strategic sales and marketing, sponsorship development and brand architecture having worked in the hospitality, travel, corporate hospitality, sport and lifestyle sectors.

Bain first encountered TW Steel when he brokered the deal for the Dutch brand to become the 'Official Watch & Timing Partner' to A1GP World Cup of Motorsport for the 2008-09 season in his role as 'General Manager – Commercial Development, Europe' for the A1GP series. Along with TW Steel, Stewart was also successful in delivering commercial partnerships for the likes of Heineken and Elite Traveler.

Bain began his executive career holding senior roles with InterContinental Hotels and Resorts and the Malmaison Hotels Group. Following this he joined Formula One driver and fellow countryman, David Coulthard, in the launch of his lifestyle hotel brand – Columbus Hotels in Monaco.

Stewart then joined the world of sport by signing up to the English Premier League Champions, Chelsea Football Club in the newly created executive role as Group Head of Sales with commercial responsibility for the club's revenue development.

Elevation Events Group Plc later headhunted Bain to become Group Director of Sales & Marketing for their new international marketing and events Plc, where he took over commercial sponsorship direction and marketing globally in 2005.

Following a successful spell as Commercial Director for A1 Team Great Britain in the A1GP World Cup of Motorsport during the 2006-07 season, Bain was hired directly by the series to focus on commercial development – a move which subsequently led to the start of his association with TW Steel and a close working relationship with Jordy Cobelens, Chief Executive Officer of 'The Watch in Steel'.

Since taking up his position as Chief Commercial Officer for TW Steel, Bain has focused on increasing sales, global development and brand strategy.



GLOBAL PLATFORM

From a core European platform, comprising initially of The Netherlands, France, Germany, Greece, Portugal, Spain and the United Kingdom, TW Steel has, in just four years, established itself as a worldwide brand.

TW Steel now enjoys a sales presence throughout the world with distribution including North and South America, the Far East and Australia – notably through the opening of subsidiary offices in Bangkok, Thailand and Sydney, Australia in 2009.

TW Steel is now available in over 50 countries worldwide with approximately 3000 retail outlets carrying the brand.

Harrods, Harvey Nichols, Christ, El Corte Ingles, Karstadt and Selfridges are just a sample of the leading retailers embracing TW Steel.

Thanks to stunning designs and an unfaltering belief in build quality, with all watches built to Swiss quality standard, TW Steel enjoys a unique appeal against the more established aspirational brands in these stores.





Formula One

TW Steel has showcased the brand utilizing a variety of different platforms inclusive of the lifestyle and sports sectors.

Motorsport has proved to be an effective brand communicator, with TW Steel announcing in October 2009 the commencement of a three-year relationship with the Renault F1 Team as 'Official Timing Partner'.



TW Steel subsequently made its debut with the team in the 2009 season finale, the Abu Dhabi Grand Prix, as a preview to the deal which will run from the 2010 to 2012 Formula One seasons.

TW Steel will enjoy prominent branding on the Renault F1 Team's race cars as well as on team uniforms and driver racesuits.

As a global marketing platform, TW Steel's association with the Renault F1 Team offers an exceptional opportunity for brand awareness. TW Steel will work closely with its partners worldwide in activating a consumer outreach programme based on its relationship with the Renault F1 Team – further enhancing the brand and engaging consumers with TW Steel.

The brand's graduation into Formula One followed a successful tenure as 'Official Watch & Timing Partner' to the A1GP World Cup of Motorsport throughout the 2008-09 season.



Sport & Lifestyle

Other sports where TW Steel has been pro-active include golf, sailing, tennis and football.

TW Steel has similarly embraced the lifestyle sector with brand awareness being promoted through the fashion and entertainment industries.

The 'Miss TW Steel' contest garnered the brand world-wide attention throughout 2008 and 2009 as Portugal's Miss Olivia Ortiz eventually landed the title in a spectacular gala hosted in conjunction with The Grand Prix Ball at Silverstone in June 2009.





Brand Ambassadors

Each TW Steel brand ambassador revels in the attention that wearing a TW Steel watch brings. From international sporting platforms to key lifestyle events – TW Steel stands out from the crowd.

Celebrating TW Steel's Dutch roots – Tim and Tom Coronel, two of The Netherlands' leading race car drivers, are proud ambassadors for TW Steel – promoting 'The Watch in Steel' behind the wheel from the World Touring Car Championship through to the likes of the grueling Dakar Rally.

Australia's Ian Thorpe was announced as a brand ambassador in December 2009. Thorpe is one of his country's most prolific sportsmen. A five-time Olympic gold medalist and eleven-time World Champion in freestyle swimming, Thorpe shares TW Steel's values of performance and excellence at all times.

Portugal's Olivia Ortiz triumphed in the 'Miss TW Steel' competition in 2009 and represents the brand at key events. Miss Ortiz has featured in several lifestyle publications since becoming 'Miss TW Steel' and is an excellent brand ambassador thanks to her energy and enthusiasm for TW Steel.



From legends of the sport to high-profile rookie drivers, TW Steel now enjoys a solid roster of brand ambassadors including Emerson Fittipaldi, Dario Franchitti, David Coulthard and Lucas di Grassi.

Emerson Fittipaldi stands out as a two-time Formula One World Champion (1972 & 1974) and a double Indy 500 Winner (1989 & 1993). The 63-year-old Brazilian is globally recognized and his popularity with his peers and fans alike remains as strong as it was when he battled wheel-to-wheel with some of the greatest names in the sport.



Lucas di Grassi would undoubtedly like to emulate his countryman's achievements, the 25-year-old from Sao Paulo making his Formula One debut this season with the Virgin Racing team having previously enjoyed success in the junior formulae.



Fellow TW Steel ambassadors, Dario Franchitti and David Coulthard, both hail from Scotland and both have enjoyed stellar careers at the height of international motorsport on either side of the Atlantic.

Franchitti captured his first IndyCar Series Championship in North America in 2007, triumphing in the famed Indy 500 race that same season. The 36-year-old further cemented his reputation with a second IndyCar Series title in 2009 and with over 20 career victories is the most successful British driver in IndyCar Series history.



David Coulthard, returning to race action in the 2010 DTM Championship this season, is best known for his 13 Formula One victories and 62 podiums in a career taking in drives for the WilliamsF1, McLaren and Red Bull Racing teams. Having scored more points in Formula One than any other British driver in the history of the sport, the 39-year-old remains an active presence in the F1 paddock courtesy of his role as an analyst for BBC TV's Grand Prix broadcasts.



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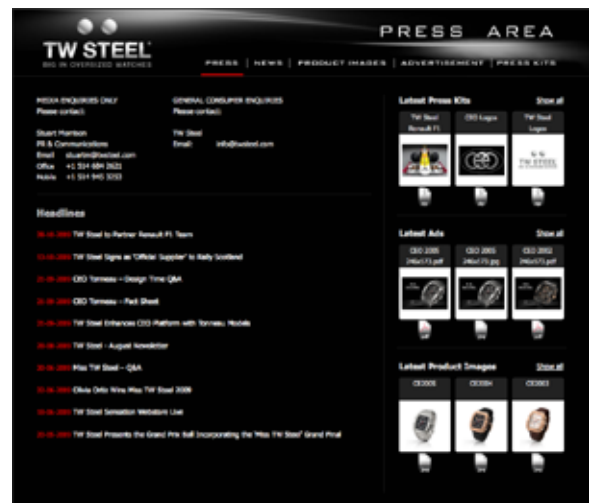
Website www.twsteel.com

TW Steel Online Newsroom

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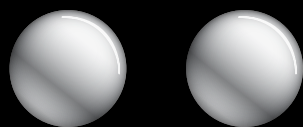
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Follow TW Steel on Facebook – Group: TW Steel / Type: Business



Follow TW Steel on YouTube www.youtube.com/twsteelwatches



TW STEEL®

BIG IN OVERSIZED WATCHES

COLLECTION OVERVIEW

RENAULT F1 TEAM PILOT



Technical data:

- Movement 2415 Big Caliber from Miyota for the 3 hands models
- Movement 0S20 from Miyota for the chronograph models
- All models are made of high grade 316L steel
- Diameter of the case 45 and 48 mm
- All marks and numbers are clearly legible, also in the dark
- Hardened mineral crystal
- Water resistance 10 ATM
- All executions have a black leather strap with the 2 dots and a steel clasp



RENAULT F1 TEAM PILOT

TW670



Ø 45mm

TW671



Ø 48mm

TW672



Ø 45mm

TW673



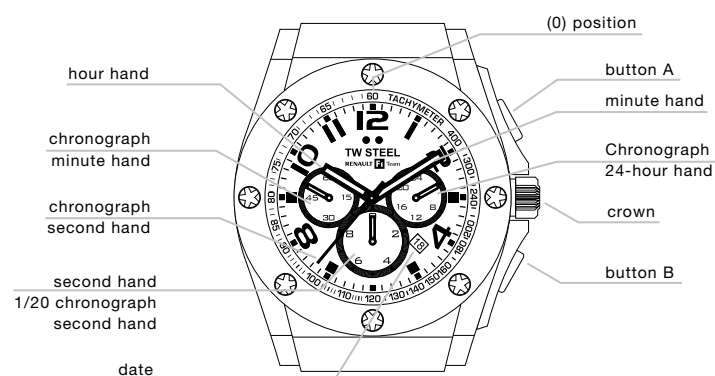
Ø 48mm



Technical data:



- Movement OS25 (chrono) from Miyota
- OS25 movement is accurate up to 1/20th of a second
- All models are made of high grade 316L steel
- 2 models have AA grade PVD black coating on the case and AA grade gold plated crown, pushers, screws and chronograph second hand
- Diameter of the case 44 and 48 mm
- Real sapphire crystal
- Water resistance 10 ATM
- All executions have a black silicon rubber strap with anti-dust layer and steel or PVD black coated clasp



RENAULT F1 TEAM

TECH

TW680



Ø 44mm

TW681



Ø 48mm

TW682



Ø 44mm
PVD black coating

TW683



Ø 48mm
PVD black coating

ICON

Technical data:



- Movement 2415 (3-hands) from Miyota
- All models are made of high grade 316L steel
- Diameter of the case 45 and 50mm
- Bezels are steel
- Mineral crystal
- Water resistance 5 ATM
- All executions have a black leather strap with the 2 dots and a steel clasp
- Straps for the 45mm models are 22mm wide
- Straps for the 50mm models are 24mm wide
- Two year warranty against factory defaults



ICON

TW620



Ø 45mm

TW621



Ø 50mm

TW622



Ø 45mm

TW623



Ø 50mm



CANTEEN STYLE



Technical data:



- Movement OS20 (chrono), 2453 (3-hands) from Miyota
- All models are made of high grade 316L steel
- Diameter of the case 45 and 50mm
- Some models have A grade PVD black coating
- Bezels are steel, steel with tachymeter, PVD black (Cool Black), with zirkonias (52 or 55 pieces)
- Reinforced mineral crystal
- Crown has a hook-crown cap
- Water resistance 10 ATM
- All straps are leather with the 2 dots and a steel or PVD black coated clasp
- Hands and numbers of the Cool Black have a luminova layer (Super Luminova GL Black)
- The Cool Black version has a black date window



CANTEEN STYLE

TW 1



Ø 45mm

TW 2



Ø 45mm

TW 3



Ø 50mm

TW 4



Ø 50mm

TW 5



Ø 45mm

TW 6



Ø 45mm

TW 9



Ø 50mm
55 zirkonias

TW 10



Ø 45mm
52 zirkonias

TW 11



Ø 50mm

TW 21



Ø 50mm

TW 22



Ø 50mm

TW 78



Ø 45mm

CANTEEN STYLE

COOL BLACK

TW821



Ø 50mm
PVD black coating

TW822



Ø 50mm
PVD black coating

TW843



Ø 45mm
PVD black coating

TW844

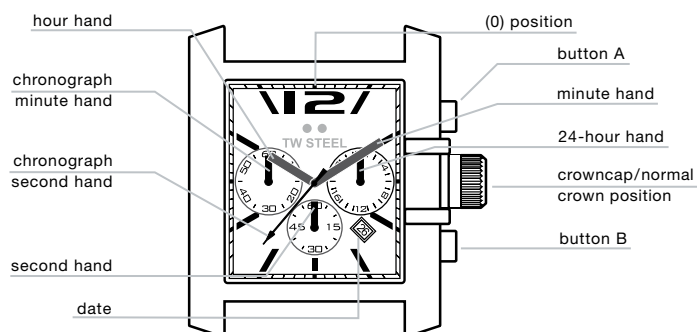


Ø 45mm
PVD black coating

GOLIATH

Technical data:

- Movement OS20 (chrono), 2115 (3-hands) from Miyota
- All models are made of high grade 316L steel
- Diameter of the case 37 or 42mm wide
- Bezels are steel, steel with tachymeter, steel with zirkonias (24 or 26 pieces)
- All models have a large massive steel crown
- Reinforced mineral crystal
- Water resistance 3 ATM
- All straps are leather with the 2 dots and a steel clasp



GOLIATH

TW12



Case 42mm wide

TW13



Case 42mm wide

TW15



Case 42mm wide
26 zirkonias

TW17



Case 37mm wide

TW18



Case 37mm wide

TW19



Case 37mm wide

TW20



Case 37mm wide

TW79



Case 37mm wide
24 zirkonias

TW116



Case 42mm wide

TW118W



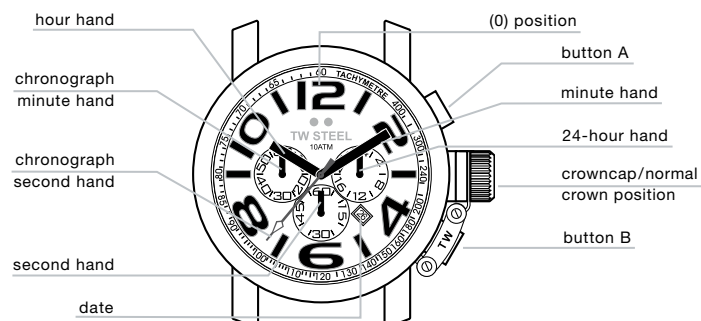
Case 37mm wide
24 zirkonias

GRANDEUR



Technical data:

- Movement OS20 (chrono) from Miyota
- All models are made of high grade 316L steel
- Some models have A grade PVD black coating or gold plating
- Diameter of the case 45 and 48mm
- Bezels are steel, steel with tachymeter, steel with zirkonias 56 pieces or PVD gold plating
- Reinforced mineral crystal
- Some models have a screwed crown, others have the hook-crown cap
- Water resistance 10 ATM
- Straps are made of rubber or leather with steel, PVD black coated or gold plated clasp
- All straps have a special case/strap connection, so that the strap fits perfectly around the wrist
- TW54 has a white Mother of Pearl dial



GRANDEUR

TW40



Ø 45mm

TW41



Ø 48mm

TW42



Ø 45mm
PVD black coating

TW43



Ø 48mm
PVD black coating

TW50



Ø 45mm

TW51



Ø 48mm

TW52



Ø 45mm

TW53



Ø 48mm

TW54



Ø 45mm MOP dial
56 zirconias

TW55



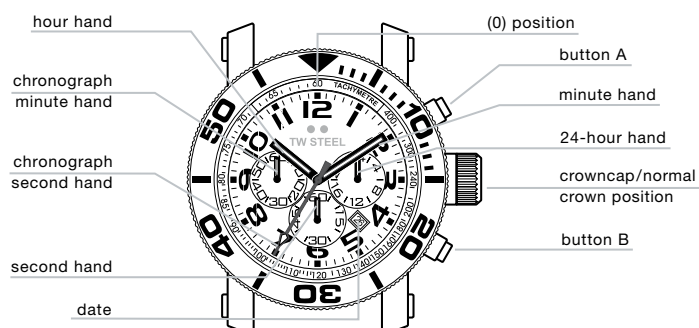
Ø 45mm
PVD gold plating

GRANDEUR DIVER



Technical data:

- Movement OS20 (chrono) from Miyota
- All models are made of high grade 316L steel
- Some models have A grade PVD black coating or rose gold plating
- Diameter of the case 45 and 48mm
- Bezels/Diver ring are steel or PVD black coated
- Reinforced mineral crystal with sapphire coating
- Crown is a screwed crown
- Water resistance 10 ATM
- Straps are rubber with steel, PVD black coated or rose gold plated clasp
- Special case strap connection, so that the strap fits perfectly around the wrist
- Steel bracelet and steel bracelet with PVD black coating



GRANDEUR DIVER

TW70



Ø 45mm

TW71



Ø 45mm
PVD black coating

TW72



Ø 45mm

TW73



Ø 48mm

TW74



Ø 45mm
PVD black coating

TW75



Ø 48mm
PVD black coating

TW76



Ø 45mm
PVD rose gold plating

TW77



Ø 48mm
PVD rose gold plating

TW92



Ø 48mm
PVD rose gold plating

TW93



Ø 45mm
PVD rose gold plating

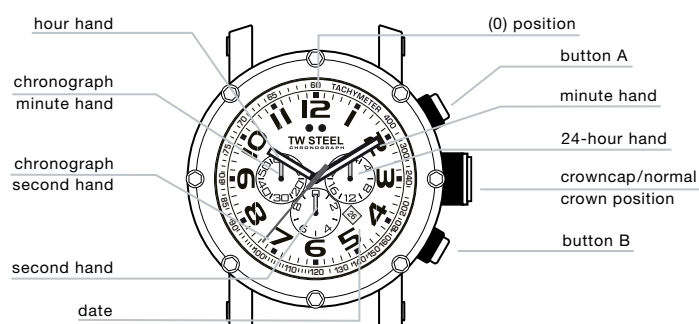
GRANDEUR TECH



Technical data:



- Movement OS25 (chrono) from Miyota
- OS25 movement is accurate up to 1/20th of a second
- All models are made of high grade 316L steel
- Diameter of the case 45 and 48mm
- Some models have AA grade PVD black coating or rose gold plating
- Bezels are steel, PVD black coated or rose gold plated
- Reinforced mineral crystal with a sapphire layer
- Screwed crown
- Water resistance 10 ATM
- All straps are silicon rubber with anti-dust layer and a steel, PVD black coated or rose gold plated clasp
- TW126 and TW127 come with a steel bracelet and folded clasp.



GRANDEUR NEW TECH

TW120



Ø 45mm

TW121



Ø 48mm

TW122



Ø 45mm

TW123



Ø 48mm

TW124



Ø 45mm

TW125



Ø 48mm

TW126



Ø 45mm

TW127



Ø 48mm

TW128



Ø 45mm
PVD black coating

TW129



Ø 48mm
PVD black coating

TW130



Ø 45mm
PVD rose gold
plating

TW131



Ø 48mm
PVD rose gold
plating

TW132



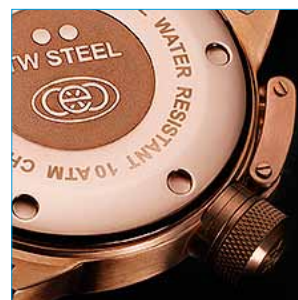
Ø 45mm
PVD rose gold
plating

TW133

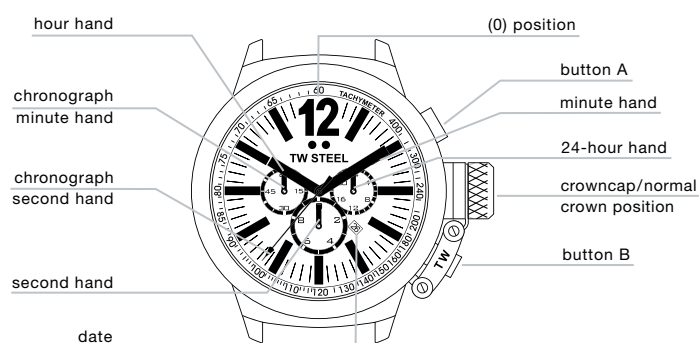


Ø 48mm
PVD rose gold
plating

Technical data:



- Movement OS25 (chrono), 2405 (3-hands with day/date function in English and Spanish) from Miyota
- OS25 movement is accurate up to 1/20th of a second
- All models are made of high grade 316L steel
- Some models have AA grade PVD black coating or rose gold plating
- Diameter of the case 45 and 50mm
- Bezels are shiny steel, steel with black tachymeter, PVD black coated, PVD rose gold plated, white ceramic
- Reinforced mineral crystal extra strong
- Crown has a hook-crown cap
- Water resistance 10 ATM
- All straps are Italian leather with the 2 dots and a steel, PVD black coated or rose gold plated clasp
- All CEO watches are presented in a highly luxurious gift box with a special cleaning cloth



CE1005



Ø 45mm

CE1006



Ø 50mm

CE1007



Ø 45mm

CE1008



Ø 50mm

CE1009



Ø 45mm

CE1010



Ø 50mm

CE1011



Ø 45mm

CE1012



Ø 50mm

CE1013



Ø 45mm

CE1014



Ø 50mm

CE1015



Ø 45mm

CE1016



Ø 50mm

CE1017



Ø 45mm
PVD rose gold
plating

CE1018



Ø 50mm
PVD rose gold
plating

CE1019



Ø 45mm
PVD rose gold
plating

CE1020



Ø 50mm
PVD rose gold
plating

CE1021



Ø 45mm
PVD rose gold
plating

CE1022



Ø 50mm
PVD rose gold
plating

CE1023



Ø 45mm
PVD rose gold
plating

CE1024



Ø 50mm
PVD rose gold
plating

CE1027



Ø 45mm
PVD black coating

CE1028



Ø 50mm
PVD black coating

CE1029



Ø 45mm
PVD black coating

CE1030



Ø 50mm
PVD black coating



CE1031



Ø 45mm
PVD black coating

CE1032



Ø 50mm
PVD black coating

CE1033



Ø 45mm
PVD black coating

CE1034



Ø 50mm
PVD black coating

CE1035



Ø 45mm
PVD rose gold plating
ceramic bezel

CE1036



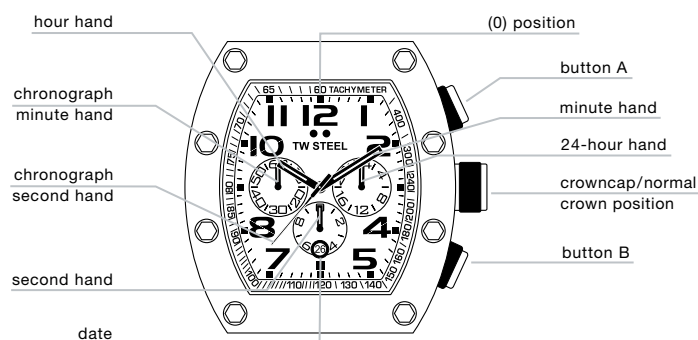
Ø 50mm
PVD rose gold plating
ceramic bezel



Technical data:



- Movement OS25 (chrono) from Miyota
- OS25 movement is accurate up to 1/20th of a second
- All models are made of high grade 316L steel
- Some models have AA grade PVD black coating or rose gold plating
- Case dimension is 50x43mm
- Reinforced mineral crystal
- Crown is a screwed crown
- Special design element are the sleeves on the side of the case
- Water resistance 5 ATM
- Straps are Italian leather with steel, PVD black coated or rose gold plated clasp
- CE 2005 model comes with a steel bracelet and folded clasp
- All CEO watches are presented in a highly luxurious gift box with a special cleaning cloth





CE2001

CE2002

CE2003

CE2004

CE2005



Case 43mm wide



Case 43mm wide
PVD black coating



Case 43mm wide
PVD rose gold
plating



Case 43mm wide
PVD rose gold
plating



Case 43mm wide