



**CYRUS GENÈVE ANNOUNCES THE PARTNERSHIP WITH THE PRESTIGIOUS “URALKALI HAAS F1 TEAM”
AS OFFICIAL TIMEKEEPER & WATCH PARTNER ON THE OCCASION OF THE
MONACO GRAND PRIX, 20-23 MAY, THE ROUND 5 OF THE 2021 FIA FORMULA 1 WORLD CHAMPIONSHIP**



Nikita Mazepin and Mick Schumacher - URALKALI HAAS F1 Team

Founded in 2010 in Switzerland, CYRUS Genève, independent high-end brand, with its Manufacture based in Le Locle led by master-watchmaker Jean-François Mojon, is honored to announce the partnership with the esteemed URALKALI HAAS F1 TEAM as “Official Timekeeper & Watch Partner”, starting with the weekend's prestigious Monaco Grand Prix, 20-23 May, the Round 5 of the 2021 FIA Formula 1 World Championship.

Uralkali Haas F1 Team debuted in the FIA Formula 1 World Championship in 2016, becoming the first American Formula 1 team since 1986. Founded by industrialist Gene Haas, Uralkali Haas F1 Team is based in the United States on the same Kannapolis, North Carolina, campus as his championship-winning NASCAR team, Stewart-Haas Racing. Haas is the founder of Haas Automation, the largest CNC machine tool builder in North America, and he is chairman of Uralkali Haas F1 Team.

Drivers of the Uralkali F1Team are the young and promising Nikita Mazepin and Mick Schumacher, who will experience, along with Team Principal Günther Steiner, CYRUS Genève timepieces on race weekends during the competitions around the world.



"It's a great honor to be the official timekeeper of Uralkali Haas F1 Team in the upcoming years," stated Dr. Pablo Richard, co-owner of CYRUS Genève. "There is a strong link between car racing and watchmaking as both worlds share the importance of engineering. Racing cars, as well as timepieces, are powered by a mechanical heart. Both are constantly undergoing innovative technological developments and modifications in the pursuit of improvement in order to perform at their best for maximum results. We are thrilled with this partnership as we share the same values. Each of us works every day to achieve excellence in our respective areas to meet the desires of enthusiasts. We're ready to start this exciting partnership alongside Uralkali Haas F1 Team."

Günther Steiner, Team Principal of Uralkali Haas F1 Team enthused: "Where better to unveil a partnership with a high-end brand like CYRUS Genève than here in Monaco. Just like the streets of Monte Carlo, CYRUS Genève is known for its exclusivity and with a passion for both excellence and innovation, we're delighted to welcome a brand that isn't afraid to do things its own way – just like ourselves. Their modern approach in what is a very established timepiece market is appealing to us as we feel a genuine synergy there with our own entry and growth in Formula 1. We're excited to have such a dynamic and exclusive brand onboard and we look forward to growing our partnership as we continue our respective journeys together."

The entire Cyrus Team is confident that the Uralkali F1 Team will give us strong emotions during this 2021 FIA Formula 1 World Championship and wish them the best success.

For further information:

Angela Landone – CYRUS WATCHES Communication – landone@landonerp.com – Ph. +39 338 3252455

Stuart Morrison – Head of Communications, **URALKALI HAAS F1 Team**
smorrison@haasf1team.com - Ph. +44 7779 773466