



The Distinguished Gentleman's Ride 2017 edition: breaking the record

95 countries. 600 cities. More than 70,000 gentlemen and their motorbikes for a good cause.

An operation sponsored by Zenith, to benefit the Movember Foundation
and its support for prostate cancer and men's mental health

Zenith has supported the gathering around the world, and has created a magnificent PILOT
TON-UP watch engraved with the effigy of The Distinguished Gentleman's Ride.

Number 0 has been auctioned yesterday, raising 7'500 Euros - at a special event held in Milan
By THE RAKE's Charity Auction with Rubinacci to Benefit the DGR, with the presence of Zenith
CEO Julien Tornare, The Rake's founder Wei Koh and Mark Hawwa, founder of the event.

Le Locle – September 26th 2017 – This event has gained unprecedented traction in the Vintage Biking world: last Sunday, September 24th 2017, in 600 cities spread across 95 countries around the world, more than 70,000 gentlemen met up on the same day aboard their motorbikes to support research on prostate cancer and men's mental health on behalf of the Movember Foundation.

What do they all have in common? Belonging to an array of vintage bikes, café racers, bobbers, scramblers and other exceptional customised models that will be taking part in chic and festive parades thrumming along roads and cobblestones.

The goal? To raise funds. An operation on behalf of the **Movember Foundation** in its bid to finance prostate cancer and men's mental health programs – and pass the USD 5 million mark this year (having already raised more than USD 8M since it was created by the Australian Mark Hawwa). Among the celebrities who will be taking part in the 2017 edition, American actor **Eric C. Olsen** (from the NCIS LA series), Australian actor **Jai Courtney**, as well as fashion blogger **Mariano Di Vaio** (DGR Milan) have participated with their motorbike.

Elegance and generosity: Zenith is proud and happy to be supporting this global charity event for the second year running. To mark this gathering and in tribute to the generous donors, the Swiss watch Manufacture has produced six very special numbered **Pilot Ton-Up** watches, each bearing the inscription DGR 2017, celebrating timeless design and ageless mechanics for a good cause.

Five were intended as gifts to the main donors, while a special "Number 0" model has been auctioned, raising 7'500 Euros, on behalf of the Movember Foundation at an exceptional gala evening in Milan by THE RAKE's Charity Auction with Rubinacci to Benefit the DGR - with the presence of Zenith CEO Julien Tornare, The Rake's Founder Wei Koh, and Mark Hawwa, founder of the event.

Press relations

Marine Lemonnier-Brennan – ZENITH International PR Director

