



DARE THE UNEXPECTED: ZENITH RETURNS AS THE OFFICIAL TIMEKEEPER OF THE ULTIMATE TENNIS SHOWDOWN IN FRANKFURT FOR THE SECOND TIME

Frankfurt, October 18, 2024 - Following successful stops in Oslo and New York, the Ultimate Tennis Showdown (UTS) is returning to Frankfurt for the second time from October 18 to 20, 2024. This marks the final leg of the current UTS season, where players will compete for a spot in the prestigious Grand Final, set to take place in December in London.

ZENITH, the renowned Swiss watch manufacturer, continues its role as the official timekeeper of Patrick Mouratoglou's groundbreaking tennis league, following a successful debut last year. The UTS format, celebrated for its intense and fast-paced matches, once again brings some of the most iconic names in tennis to the court. Among the highlights is the participation of German tennis star Jan-Lennard Struff, also known as "The Thunder," who will face off against international tennis talents such as Ben Shelton, Gael Monfils, Thanasi Kokkinakis, Dominic Thiem, Lorenzo Musetti, Ugo Humbert, and Denis Shapovalov.

The UTS matches offer an exhilarating and dynamic experience. With a disruptive approach that breaks traditional tennis rules, the concept is designed to appeal to a new generation of tennis fans. Founder and renowned coach Patrick Mouratoglou aims to engage a younger, more diverse audience while empowering players to express themselves on the court. The short, intense matches are structured into four eight-minute quarters, with timing playing a pivotal role. A standout player, recognized through the Star Rally Award, will be honored with a special UTS edition of the ZENITH Chronomaster Sport.

This partnership underscores ZENITH's unwavering commitment to precision, innovation, and the pursuit of excellence—values deeply embedded in the brand's DNA and embodied by its philosophy, "Time to Reach Your Star."

ZENITH Special Guest in Frankfurt: Esther Abrami x Breast Cancer Awareness Month

A highlight of the UTS Frankfurt event will be a special appearance by acclaimed French violinist Esther Abrami, a Friend of the Brand as part of ZENITH's DREAMHERS program, which supports women in pursuing and achieving their dreams. During the Frankfurt finals, Esther Abrami will perform a special musical piece to raise awareness for breast cancer, providing a reflective moment for the UTS community and global viewers on the importance of joining the fight against this disease.

As part of its corporate social responsibility initiative, HORIZ-ON, ZENITH has supported the Susan G. Komen® Foundation for the third consecutive year to raise awareness about breast cancer. From local events in the USA and abroad to the creation of special edition timepieces aimed at raising funds, ZENITH continues to uphold its commitment to saving lives by addressing the most critical community needs and investing in groundbreaking research to prevent and cure breast cancer.



About UTS:

Founded in 2020 by world-renowned coach and entrepreneur Patrick Mouratoglou, the Ultimate Tennis Showdown (UTS) is a revolutionary tennis league that breaks away from the strict traditional framework of regular tournaments. UTS matches are short, fast-paced, and intense, played over four eight-minute quarters. With a format designed for the modern age, UTS delivers a fresh, electrifying take on tennis that appeals to a younger, wider audience. International tennis stars such as Alexander Zverev, Dominic Thiem, Felix Auger-Aliassime, Stefanos Tsitsipas, and Matteo Berrettini (winner of the first edition in 2020) have been instrumental in bringing this concept to life.

About Esther Abrami:

The sensational violinist Esther Abrami is the perfect example of a successful artist in the digital age. Her courage, determination, and willpower have led her to perform on the world's greatest stages and secured her a coveted record deal with a major label. Her openness and willingness to share the highs and lows of a musician's life with her large online audience have made her one of the most beloved classical musicians of her generation. After honing her craft at the world-renowned Royal College of Music in London, the 27-year-old French violinist received a full scholarship for a master's program at the Royal Birmingham Conservatoire under the guidance of Professor Wen Zhou Li.

ZENITH: TIME TO REACH YOUR STAR.

ZENITH exists to inspire individuals to pursue their dreams and make them come true – against all odds. Since its establishment in 1865, ZENITH became the first vertically integrated Swiss watch manufacture, and its watches have accompanied extraordinary figures that dreamt big and strived to achieve the impossible – from Louis Blériot's history-making flight across the English Channel to Felix Baumgartner's record-setting stratospheric free-fall jump. Zenith is also highlighting visionary and trailblazing women by celebrating their accomplishments and creating the DREAMHERS platform where women share their experiences and inspire others to fulfil their dreams.

With innovation as its guiding star, ZENITH exclusively features in-house developed and manufactured movements in all its watches. Since the creation of the El Primero in 1969, the world's first automatic chronograph calibre, ZENITH has gone on to master high-frequency precision and offers time measurements in fractions of a second, including 1/10th of a second in the Chronomaster collection and 1/100th of a second in the DEFY collection. Because innovation is synonymous with responsibility, the ZENITH HORIZ-ON initiative affirms the brand's commitments to inclusion & diversity, sustainability and employee wellbeing. ZENITH has been shaping the future of Swiss watchmaking since 1865, accompanying those who dare to challenge themselves and reach new heights. The time to reach your star is now.