

SPORTS

Omega returns as official timekeeper of America's Cup

August 19, 2024



This year's event has been expanded to include three distinct competitions. Image credit: Omega

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Swiss watchmaker Omega is renewing a long-running partnership within the world of professional sports.

The high-end horology label will return as the official timekeeper for the 37th America's Cup sailing race, set for Aug. 22 to Oct. 27, 2024 in Barcelona, Spain. Omega is taking on the role for the fourth time, following appearances in 2000, 2003 and 2021, respectively.

"It's a huge thrill to see the Omega name and logo on some of the sails of these cutting-edge boats," said Raynald Aeschlimann, president and CEO of **Omega**, in a statement.

"I'm proud to say, we've earned our place on the water, having served with distinction at three previous editions of the America's Cup," Mr. Aeschlimann said. "We're honored to be tasked with measuring every microsecond of this historical boat race, and the exciting new races under the America's Cup banner."

Making a splash

Omega's history with America's Cup dates back to 1995, when the company sponsored Emirates Team New Zealand for that year's race.

Since then, the watchmaker has maintained its ties with the event in multiple roles. This year, the Louis Vuitton 37th America's Cup ([see story](#)) has expanded to include three separate events.

The competition is held every three to four years

Presented by Spanish fashion and fragrance business Puig ([see story](#)), the inaugural Women's America's Cup will take place from Oct. 5 to 13, 2024. The Unicredit Youth America's Cup will run from Sept. 17 to 26, 2024, granting a platform to young athletes within the sport.

Omega will serve as the official timekeeper for all three events, following up its actions in the same role for the Paris 2024 Olympics and, soon, the Paralympics, which kick off on Aug. 28.

In celebration of its role in America's Cup, the maison has crafted two limited-edition 42mm stainless-steel Seamaster Diver 300M models, ranging in price between \$6,200 and \$6,500. The timepieces are on sale exclusively in stores, with a waitlist

available [online](#).

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