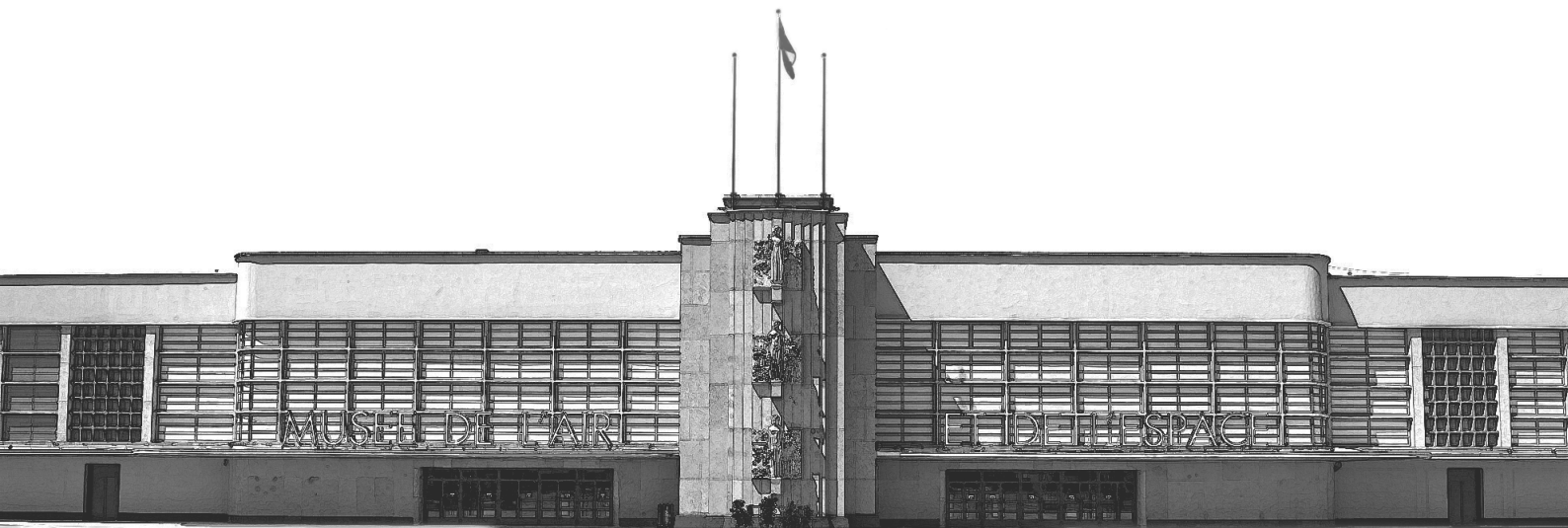


Bell & Ross

**NEW
CULTURAL PARTNERSHIP
ANNOUNCEMENT**

PARIS (FRANCE), 2ND DECEMBER 2021



MUSÉE
AIR +
ESPACE
AÉROPORT PARIS – LE BOURGET

The National Air and Space Museum of France (Musée de l'Air et de l'Espace), one of the first aeronautical and space museums in the world, welcomes Franco-Swiss watchmaker Bell & Ross to team up as part of a cultural alliance.

The watchmaking brand is a benchmark in the world of professional aviation watches. In its quest of excellence, the brand has made aviation, especially aeronautical instruments, its main specialty. Being chosen over the years by many air, land and naval forces is an incomparable recognition of the brand's technical expertise and the quality of its watches. By participating in the design and manufacture of professional watches and by serving the most prestigious elite corps, Bell & Ross contributes to history.

The year 2021 marks another milestone with this new cultural partnership ... a first for the brand. A pride above all. Bell & Ross has always been passionate about military history, design and values and is honored to raise the National Air and Space Museum of France amongst its professional references.

Located on the mythical site of Paris-Le Bourget airport, Europe's leading business airport and the cradle of world aviation, the National Air and Space Museum of France is unique in its kind, standing out as a lively site museum and a direct witness to contemporary evolution in aviation. A major cultural institution, it offers each visitor an instructive, entertaining, and immersive experience through the history of the conquest of aerospace.

Because of its longevity and the richness of its collections, the National Air and Space Museum of France was labeled "Museum of France", under the supervision of the Ministry of the Armed Forces.

In partnering the National Air and Space Museum of France, Bell & Ross associates itself with these values of passion and transmission and joins the Museum as an ambassador for excellence in Aviation. Through this cultural alliance, Bell & Ross intends to raise the awareness of the museum and to ensure the preservation of its plural and transdisciplinary identity. In this same perspective, the museum will proudly display the clocks of the watchmaking brand.

Both parties are driven by the same desire to build a solid relationship with a common vision, the one of excellency and passion. They will work closely in the joint creation of activities and events promoting the relationship between the world of watchmaking, aviation, and heritage. The creation of an educational and didactic module related to aviation is a project for the future that the teams will be committed to develop.

The collaboration between the museum and the brand starts as of this Thursday, December 2, 2021, and will be celebrated within the museum with a great evening welcoming their partners including the prestigious "patrouille de France" team and the Alpine F1[®] Team representatives.