



Press Release

LONGINES Luhmühlen Horse Trials
LONGINES CCI5*-L
CCI4*-S *Meßmer Trophy* (German Championships Eventing)
13 – 16 June 2019

LONGINES FEI Eventing European Championships
Luhmühlen (GER)
28 August – 1 September 2019



It's time to prepare for 2019

LONGINES is Luhmühlen's new Title Partner

In a long-term agreement, LONGINES will increase its engagement and act as Luhmühlen's Title Partner. In addition to the title partnership of Luhmühlen's CCI5*-L competition, LONGINES has also committed to the title partnership of the Longines FEI Eventing European Championships.

The classic event including the German Championships will take place in June. In August, only two and a half months later, Luhmühlen will then host the newly named Longines FEI Eventing European Championships for an incredible sixth time (1975, 1979, 1987, 1999 and 2011). So preparations are on their way for next year's events. The new event logos for 2019 have been released:





“We are immensely proud of this new contract and the ongoing and increased partnership with LONGINES for this very special year ahead of us and more years to come and are looking forward to making these two events truly exceptional“, says Luhmühlen’s event director Julia Otto. “Many companies have supported Luhmühlen over the years and have thereby played a key role in keeping up the Luhmühlen tradition and letting the event develop into one of the major competitions worldwide. We are extremely grateful for all the support we have received. LONGINES, one of Luhmühlen’s main Partners and the Official Watch since 2014, has been supporting equestrian sports thanks to its important timekeeping know-how. Their engagement is helping us to develop the event further every year”, adds Julia Otto.

“After Blair Castle in 2015 and Strzegom in 2017, it is a great pleasure for our brand to even further reinforce its partnership with Eventing in becoming the Title Partner and Official Timekeeper of the 2019 Longines FEI Eventing European Championships and the Longines Luhmühlen Horsetrials. We are proud to lend our support to these two major competitions, in a discipline which requires both the horses to be extremely versatile and the riders to have exceptional skills. In addition, this discipline illustrates values of our brand as it combines elegance of dressage, precision of show jumping, speed and courage of cross-country” says Juan-Carlos Capelli, Longines Vice President and Head of International Marketing.

The FEI will introduce changes concerning eventing regulations by the end of this year, which will then be implemented in next year’s events. First of all, everyone has to get used to the new wording of the star levels. The known CCI4* will be upgraded to a CCI5*-L (L = long and indicates the distance of the cross country course) and the former CIC3* will be in future a CCI4*-S (S = short and indicates as well the distance of the cross country course). “The requirements for a five-star-competition will be adjusted, mainly in prize money, and we are looking forward to fulfilling those in Luhmühlen with the strength of Longines partnership”, sums up event director Julia Otto.

Box Office open

For both events 2019 the ticket sale has started and already shows a huge interest from the spectator’s side. It seems to be a popular Christmas present.

www.ticketmaster.de

www.luhmuehlen.de



Turniergesellschaft Luhmühlen mbH



Press officer

Dr. Friederike Stüvel-Huck

Tel.: +49 171 5382900

Mail: media@luhmuehlen.de

TGL Turniergesellschaft Luhmühlen mbH

Bruchweg 3

21376 Salzhausen OT Luhmühlen

