

Farer's attractive Bernina Chronograph was first designed as a prize, but is now available for sale



FARER



Invitation-only Bernina Gran Turismo hillclimb takes in the extraordinary Bernina Pass road

REGULAR READERS OF *PRECISION* MAY BE familiar with Farer, the UK brand founded in 2015 by a group of watch-loving entrepreneurs headed by Paul Sweetenham, the former boss of retail giant TJX Europe and an insatiable classic car collector.

Farer watches are designed at the firm's London studio and produced in Switzerland by top private label manufacturer Roventa-Henex, with the 'Farer' name referring to the fact that each watch takes inspiration from travel and adventure (seafarer, wayfarer).

That inevitably encompasses the car world, with some models in the line-up honouring famous motor sport characters such as land speed record holders John Cobb and Henry Segrave. Most recently, however, the automotive association has extended to sponsorship of one of the better-kept secrets in classic motor sport - an invitation-only hillclimb called the Bernina Gran Turismo that takes place each September in the Swiss/Italian Alps.

This year marked the fourth edition of the event, which features 80 classic cars of various types attempt one of Europe's most demanding ascents on one of the most scenic roads on the planet, the Bernina Pass - a 5.7km road flanked by towering mountains and featuring 50 curves and a 448-metre vertical elevation. Running between La Rosa outside St Moritz and the Ospizio Bernina

in Italy, the event was inaugurated in 2015 by a group of enthusiasts keen to recreate the atmosphere of St Moritz Automobile Week and the Bernina Grand Prix that took place in 1929 and 1930.

The Bernina Gran Turismo offers a unique opportunity to drive the pass - and each run promises four to six minutes of adrenaline-fuelled fun.

In a style redolent of the golden age of motor sport, the Farer team took part in this year's event in Sweetenham's ex-Alan Mann racing Lotus Cortina, which they transported from the UK in an Alan Mann-invented trailer towed by one of Farer's short-wheelbase Land Rover Defenders. And, best of all, they recruited the late Alan Mann's son, Henry, to drive the car up the hill.

Farer's backing of the event involved creating a series of limited-edition engraved versions of its Bernina chronograph, one of which was presented to each winner of the timed and regularity competitions.

The remaining 25 limited editions sold out within an hour - but those who covet an example of this undeniably good-looking 44mm chronograph needn't despair, as the 'regular' Bernina model, complete with its white ceramic bezel insert, sapphire crystal case back, Sellita hand-wound movement and perforated 'rally' strap can still be bought direct from the Farer website for £1675. farer.com