

AR

AUGUSTE REYMOND

1898

Press Release

History





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Founded in 1898 in Tramelan, the Auguste Reymond watch brand is renowned for manufacturing high quality «Swiss made» watches.

The history of the Auguste Reymond timepieces, also known as ARSA (Auguste Reymond SA), began in 1898. A young entrepreneur of 26 years rents a small apartment in Tramelan and hires some watchmakers to start manufacturing watches that will bear his name.

The success was immediate and in 1903 the company, which manufactured pocket watches, moved to larger premises and employed more than 100 people. The young visionary also set up a workshop in Les Bioux, in the Vallée de Joux. In so doing, the Tramelote brand could claim to be a manufacture, since it now produced its own movements.

In 1909, the ébauches were repatriated to Tramelan and the Bioux workshop was sold to become «Valjoux SA».

Thanks to his audacity and flair, Auguste Reymond was awarded a gold medal at the 1910 Brussels World Exhibition, as well as a second gold medal at the Swiss National Exhibition in Bern in 1914. The manufacture became even more famous.

In 1926 Auguste Reymond reached its peak with the acquisition of the Unitas Watch Company in Tramelan. The manufacture developed more than a hundred calibers, recognized worldwide for their impeccable quality and competitive prices.

The 1930s saw the production of chronograph movements, chronometers, moon phases and alarms, while the 1940s saw the introduction of ladies' models.

After the death of the founder, Auguste Reymond's engineers never stopped studying the beauty of the sky and astronomy became a real passion. Moon phase models were born from this inspiration.

Thanks to their reliability and precision, Auguste Reymond watches were later used by Swiss adventurers who defied the summits of the Peruvian Andes during an expedition in 1959.

From then on, these engineering enthusiasts seemed to have no limits in their creativity. They developed a digital version of the jumping hour, the famous Arsamatic, as well as tactile watches for the blind. The manufacture became the largest employer in Tramelan with over 300 employees!

At the end of the 1970s, the Swiss watch industry was hit hard by the quartz crisis. The manufacture adapted and launched models equipped with quartz movements!

The history of jazz is invited in the 90s and gives rhythm to the models at the heart of the art and its art: Boogie, Cotton Club, Jazz Age ...

Since the death of its founder, the manufacture has always been taken over by watch lovers who felt invested with a mission, that of breathing continuity into the brand through the centuries and adapting to its time in a resolutely contemporary style.

This is why Philip W. A. Klingenberg, who had always admired this brand, wanted to take up the torch and offer this splendid manufacture a new chapter based on a new philosophy of time....

Auguste Reymond SA Zühlstrasse 50 2560 Nidau Switzerland marketing@augustereymond.ch augustereymond.ch

