



## **Tissot to title sponsor the Portuguese GP**

**The Official Timekeeper of MotoGP™ is set to headline the sport's return to the spectacular Autodromo Internacional do Algarve**

Le Locle, April 7, 2022. Tissot and Dorna Sports are delighted to announce Tissot as the title sponsor for the 2022 Grand Prix of Portugal. The event will take place at the stunning Autodromo Internacional do Algarve from April 22 to 24 and will be officially named the Grande Prémio Tissot de Portugal.

Founded in 1853, Tissot is the Official Timekeeper of the FIM MotoGP™ World Championship and has been since 2001. In more than twenty years as a partner to MotoGP™, Tissot's role and expertise have only continued to become more and more vital as the sport continues to enjoy a golden era of history-making, close competition.

As a part of this longstanding partnership with MotoGP™, the Swiss watchmaker also creates unique watch collections that take inspiration from the sport, showcasing the shared commitment to accuracy, excellence and prowess in each and every piece.

The Grande Prémio Tissot de Portugal is the fourth event in the last three seasons that welcomes the volume leader in terms of traditional Swiss watches as a headline act, with the partnership between Tissot and MotoGP™ only continuing to go from strength to strength. The Tissot name also enjoys plenty of trackside presence on the calendar, ensuring it remains front and centre at every MotoGP™ event.

Sylvain Dolla, CEO of Tissot: "It's an honour to have Tissot in the title at the Autodromo Internacional do Algarve. We have always strived to be more than just a sponsor. As Timekeeper we play a crucial role in the event, while demonstrating our expertise in precision. It is what we do best, producing state-of-the-art and quality Swiss made watches, so it is essential for us to provide our Partner with the utmost precision Timekeeping, we know how to offer. Having our name on the event illustrates our commitment even further."

Marc Saurina, Senior Director of Global Commercial Partnerships at Dorna Sports: "We're very proud to see Tissot take top billing in Portugal at one of the most spectacular tracks on the calendar. As the Official Timekeeper of MotoGP, Tissot is a vital part of the sport and our collaboration has already celebrated two decades together. We're delighted to continue building on our shared success and to see Tissot as title sponsor of the Portuguese Grand Prix this season."

Check out the Tissot T-Race MotoGP Collection here:

<https://www.tissotwatches.com/en-en/catalogsearch/result/?q=MotoGP>

### **About Tissot**

Since 1853, Tissot has been at the heart of Swiss watchmaking. Our dedication to craftsmanship and quality is matched only by our passion for performance and precision. Over the years, our pioneering products such as the legendary Tissot T-Touch have made headlines as well as history. The ground-breaking Tissot T-Touch Connect Solar uses sustainable solar energy and connected technology that guarantees privacy. It confirms our long-held reputation as innovators by tradition. Our passion for sport is unrivalled and our timing systems are tried, tested and trusted by a range of professional sports and athletes. In basketball the NBA and FIBA, in cycling the Tour de France, Giro d'Italia and La Vuelta and in motorsports MotoGP™ are just some of the names that rely on Tissot as their Official Timekeeper. We provide innovative and traditional watches for our customers who appreciate our commitment to quality, authenticity and excellence.

### **About MotoGP™**

Founded in 1988, Dorna Sports became organiser of the FIM World Championship Grand Prix (MotoGP™) in 1991 and has been the exclusive commercial and television rights holder ever since. Based in Madrid, Spain, with subsidiaries in Barcelona and Rome, the company is a leader in sports management, marketing and media, expanding to include the MOTUL FIM Superbike World Championship (WorldSBK), the FIM CEV Repsol, the Idemitsu Asia Talent Cup, the Honda British Talent Cup, the Northern Talent Cup and the FIM Enel MotoE™ World Cup. Dorna has also been co-organiser of the Red Bull MotoGP™ Rookies Cup since its inception in 2007, and is a key partner in the new FIM MiniGP World Series.

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