



Lyon, Immediate release

GTO : THE NEW FRENCH WATCH BRAND

*This year and for the first time, **GTO** will be present at the Baselworld show from 27th March to 3rd April 2014. This event is the opportunity for the brand to present its news watches and accessories collection.*

A BRAND BETWEEN PASSION AND TRADITION



GTO: Genova Tecnica Orologi, is the name of a small watchmaker's store which belonged to **Philippe Gaso**'s grandfather. It was founded in Italy at the beginning of the last century. **GTO** three letters became then the symbol of tradition.

Philippe Gaso, an enthusiastic racing driver, founded, more than 30 years ago, a company specialized in on-board instrumentation for motor vehicles.

Today, he decides to create his own timepieces, carrying his new **GTO** brand. A symbol of style, designed with passion.

A COMPLETE COLLECTION OF WATCHES AND ACCESSORIES



Designed in France, the **GTO** watches are inspired by a line of legendary cars.

The brand also proposes a collection of jewels which are the promise of trendy fashion accessories.

Much more than simple accessories, GTO models represent a state of mind, a way of life.

THE FLIP TECHNOLOGY GROUP

GTO, watch-making division of the **Flip Technology** group, specialist of on-board instrumentation based in Lyon since 1983, already benefits from the experience and the know-how of experts working daily on the measuring time instruments.

For more information, feel free to visit our booth at **Hall 2.2 F49** or our website www.gto-time.com/press.

PRESS CONTACT:

Sandra MARTIAL / E-mail : press@gto-time.com

GTO (PHG DEVELOPPEMENT)

LYON, France

SARL capital of € 1,550,000