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**GTO**  
PROFESSIONAL TIMEPIECES

**Press Kit 2014**

## **PREFACE**

In 2014, GTO brand presented at Baseworld Show a preview of its new collection of sport and fashion watches and accessories.

GTO watches distinguish themselves by specific functions for racing time management.

Inspired by the motorsport world, they promise you a trendy fashion style.

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## **GTO : IT'S TIME TO RACE**

**1930:** Philippe Gaso's grandfather opened his own watch store named "Genova Tecnica Orologi" at Genoa (Italy). He repaired and sold the first waterproof wristwatches endowed with automatic movement.

**1933:** opposed to Mussolini's new regime, his grandfather joined a resistance movement, forcing his family to run the shop. They decided together to exile in Algeria to avoid fascism.

**1961:** Philippe Gaso was born in Algiers

**1962:** because of Algeria war, Gaso's family had to leave Algeria to exile this time in France.

**1983:** Philippe Gaso created his own company: Flip Techonology Group, specialized in on-board instrumentation for motor vehicles, thanks to his passion for electronics and watch-making.

**2014:** after more than 30 years of successfully experience with Flip Technology Group, Philippe Gaso created GTO, a sporty fashion and stylish watch brand. Three letters which became the symbol of tradition, a tribute to his grandfather.

Designed in France and inspired by legendary cars,  
GTO watches became essential tools for drivers.  
GTO models represent a state of mind, a way of life.



Roadtime

## **GTO WATCHES COLLECTION**

Inspired by legendary sports cars, GTO watches models have been created to transmit motorsport passion with authenticity and respect.

Every GTO watch models draws its design and energy from his own world.

Different materials are used in order to give a real personality to these models, such as carbon cover, quilted leather or leather ostrich style.



Racer





## **RACER**

Thanks to its carbon-steel alloy, Racer model offers a surprising lightness. Pushbuttons represented by brake pedals, a speed bezel for strong sensations: this watch is a real daily sportive partner.

First model created by GTO designers, it imposes its sporty look and its elegance from all perspectives.



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## **ROADTIME**

Unusual thanks to its specific inverted buttons, Roadtime ensures an absolute comfort. Made with a meticulous sense of details, this model finds its harmony with its assortment of colors: from the dial, stitching strap and extern bezel engraving.

Available in four colors, Roadtime model surprises with its brightness.



Warm Up



## **WARM UP**

Developed for racing competition, the Warm Up signature case put you in the driver seat.

Its speed calculation and race time management functions make the Warm Up a suitable watch for motorsports practice.





## **PITLANE**

With its amazing design, Pitlane presents a dual time zone which makes it an unconventional model. The carbon and sports front car grid effects give it a sporty and fashion style.

This impressive timepiece is still comfortable thanks to the quality of its ergonomic case.



Dino Gold



Dino GT



Dino Exclusive



Dino GT

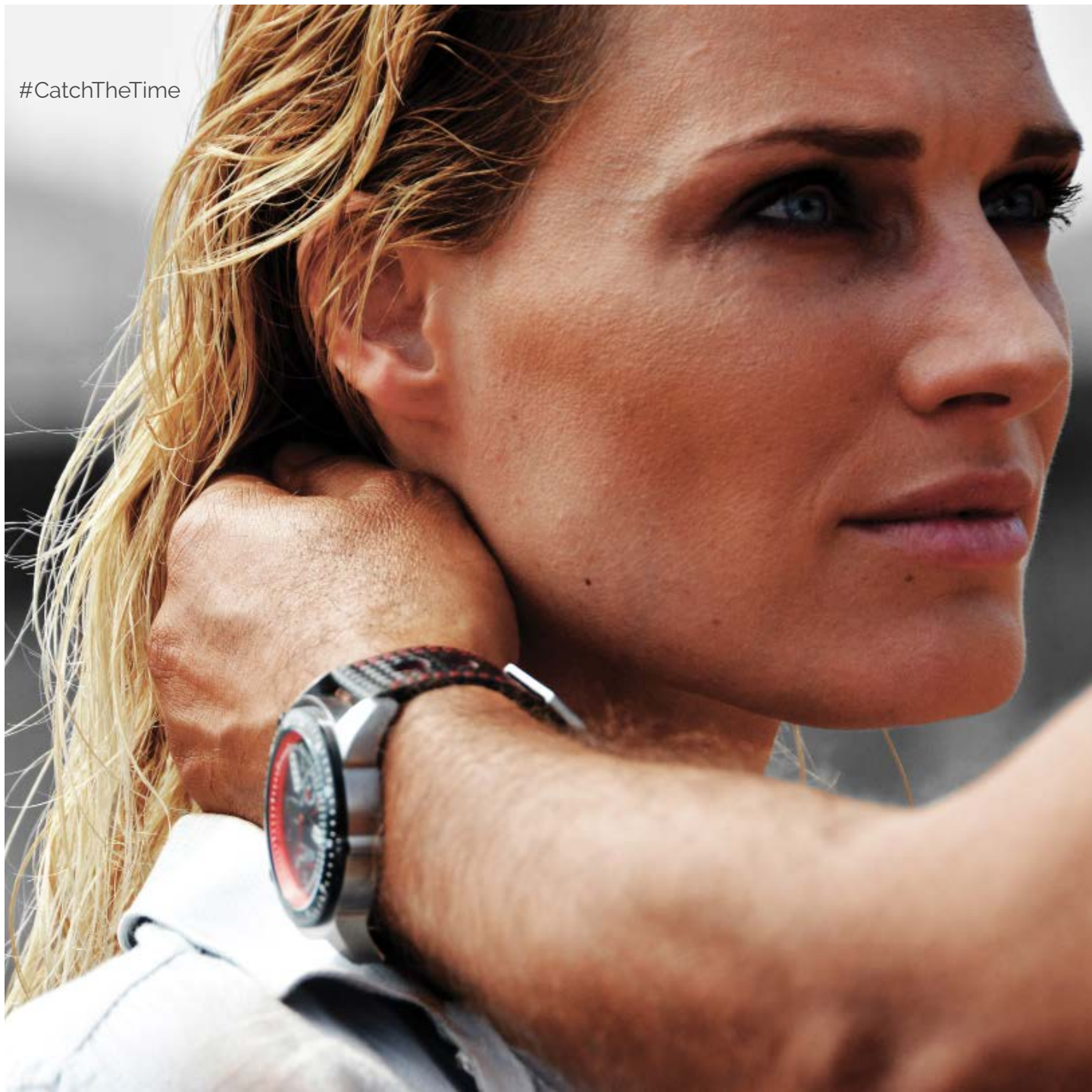


## **DINO**

Delicately graphic, Dino model seduces thanks to its dial's relieves which reveal its brightness. Available in several colors, its elegance is timeless.

Considered as the more fashionable watch of GTO collection, Dino offers a range of three models: Dino GT, Dino Gold and Dino Exclusive.

#CatchTheTime



## **«CATCH THE TIME» CAMPAIGN**

For its first video campaign, GTO has decided to open its world transmitting deep feelings which aroused its creation.

«Catch the Time» is how the ambitious man lives intensely the present moment : Sport, elegant and trendy.

Only one result: the GTO world does not express itself, it lives it.

## GTO PARTNER OF CORSICA TOUR



## WTCC - GTO PARTNER OF HUGO VALENTE (FR)

## **PARTENARIATS**

Driven by its passion for motorsport, GTO confirms its values through its international partnerships and also its mythic sports cars sponsoring.





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## **PRESS CONTACT**

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GTO (PHG DEVELOPPEMENT)  
LYON, France  
SARL capital of 1 550 000 €



# GTO PROFESSIONAL TIMEPIECES

[www.gto-time.com](http://www.gto-time.com)

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MEMBER OF FLIP TECHNOLOGY GROUP

SINCE 1983