



# ROLEX AND THE CHAMPIONSHIPS, WIMBLEDON

Rolex first partnered with The Championships, Wimbledon, in 1978. The world's oldest tennis tournament is the temple of lawn tennis and of the original game. It is also where athletes become legends.



## A PARTNERSHIP STANDING THE TEST OF TIME

Rolex commenced its long-standing partnership with tennis in 1978 when it became the Official Timekeeper of The Championships, Wimbledon, a role it continues to perform today. Over the years, the brand has extended its involvement and counts among its Testimonees such luminaries of the sport as Roger Federer, Björn Borg, Iga Świątek and Carlos Alcaraz.

Rolex is the Official Timekeeper and one of the major partners of all leading tennis tournaments. The story began at The Championships, Wimbledon, in 1978 when the brand first became involved with a sport capturing the world's attention.

The All England Lawn Tennis and Croquet Club in south-west London has hosted The Championships since the inaugural edition in 1877. The world's oldest tennis tournament, Wimbledon is the home of the sport and its grass court temple.

## A TEMPLE OF TENNIS TRADITION

Above the players' entrance to Centre Court, which seats 15,000 spectators, lines from the poem *If* by Rudyard Kipling read:

*If you can meet with  
Triumph and Disaster  
And treat those two  
impostors just the same*

These verses encapsulate the event's philosophy because, at Wimbledon, the greatness of the sport lies not in victory but in the humility and perseverance of the champions.

## THE SCENE OF MAJOR SHOWDOWNS

The intensity of Wimbledon finals on Centre Court means they live on in the memory as extraordinary moments of tennis history. Epic battles between the likes of Rod Laver and John Newcombe, Björn Borg and John McEnroe, Chris Evert and Martina Navratilova, Roger Federer and Rafael Nadal have written the legend of Wimbledon and world tennis.

This unprecedented level of sporting excellence struck a chord with the ethos intrinsic to Rolex. A natural partnership developed at all the major tennis events, now spanning more than 40 years.



## THE TEMPLE OF LAWN TENNIS

Over the years, Centre Court has been the scene of epic matches between many of the tennis greats. In 2022 (above), Rolex Testimonees Carlos Alcaraz of Spain and Italy's Jannik Sinner carried on the tradition when they did battle on the famous grass court.

## ROLEX AND TENNIS: A PARTNERSHIP OF MORE THAN 40 YEARS

Rolex has enjoyed a special relationship with tennis that is deeply rooted in a common philosophy: the continuous pursuit of excellence, a desire for precision and innovation, the elegance of movement, unwavering effort, respect for tradition and a drive to always push beyond personal limits.

Over the years, Rolex has extended its involvement in the sport, becoming the Premium Partner of world tennis in both the men's and women's game.

The brand supports most of the major competitions, including all four Grand Slam® tournaments, the season-ending ATP and WTA Finals, the high-status ATP Masters and WTA 1000 tournaments, and the premier international team contests, the Davis Cup Finals and the Laver Cup.

## ROLEX TESTIMONEES AND WIMBLEDON

Among its Testimonees, Rolex counts a host of Wimbledon champions, including tennis legends Björn Borg and Chris

Evert, as well as Stefan Edberg, Garbiñe Muguruza, Angelique Kerber and Roger Federer, who won the men's singles crown a record eight times.

Today's leading lights, including Rolex family members Carlos Alcaraz, Iga Świątek, Jannik Sinner and Coco Gauff, are aiming to join these greats on the list of winners at this revered tournament.

## ROLEX AND SPORT

For many decades, the brand has actively championed culture, architecture, exploration and conservation of the planet. And in the sporting world, it has built a diverse range of partnerships across tennis, golf, equestrianism, skiing, sailing and motor sport. Rolex partners governing bodies, competitions and athletes – from established champions to promising talents – in long-standing engagements that perpetuate the future of these disciplines and promote excellence. 🏆