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**LaMotte Watch Company to partner with Czubok-Simpson Motorsport's IMSA Michelin Pilot Challenge program as Official Timekeeper.**



**Indianapolis, IN (February 16<sup>th</sup>, 2024)**

IMSA Porsche GT4 team Czubok-Simpson Motorsport is pleased to announce that it has partnered with California based LaMotte Watch Company for the 2024 IMSA Michelin Pilot Challenge Championship season, beginning with the second round of the Championship as part of the Twelve Hours of Sebring weekend on March 16, 2024.

Both Czabok-Simpson Motorsport Porsche GT4 RS Clubsport entered in the GS class category of the IMSA Michelin Pilot Challenge Championship will carry LaMotte Watch Company logo branding for the remainder of the 2024 season.

As part of the partnership, LaMotte Watch Company will become an associate team partner and the Official Timekeeper of Czabok-Simpson Motorsport.

LaMotte Watch Company will also provide all drivers of Czabok-Simpson Motorsport's IMSA Michelin Pilot Challenge program with different watch models during the season.

Quotes:

### **Jonnie LaMotte, Co-Founder and CEO LaMotte Watch Company**

We couldn't be more thrilled to partner with the Czabok-Simpson Motorsport team. With a focus on precision, quality and performance, we believe LaMotte fits perfectly with Czabok-Simpson Motorsport, the racing community and their interests. This is a great opportunity to grow together and we look forward to a winning season.

### **Matthias Czabok, Managing Partner, Czabok-Simpson Motorsport**

"We are very excited about this partnership with LaMotte Watch Company. I am a big fan of mechanical watches and we are looking forward to working closely with Jonnie and Jeff and the entire LaMotte team to support all their marketing and promotional activities around our program. Having a luxury brand like LaMotte Watch Company involved with us is a perfect fit for our team and program with Porsche and will without question have a lot of potential in the future."

### **About LaMotte Watch Company**

LaMotte is a family company based in California that was born out of our mutual passion for great wristwatches and love of local products. Our goal is to create beautifully designed, high quality watches that will not only excite you, but serve you well for generations.

For more information about LaMotte Watch Company visit:

**[www.lamottewatchco.com](http://www.lamottewatchco.com)**

For more information about Czabok-Simpson Motorsport visit:

**[www.CzabokSimpsonMotorsport.com](http://www.CzabokSimpsonMotorsport.com)**