

NOMOS GLASHÜTTE

Press release



An award winner from the very beginning: Autobahn neomatik 41 date from NOMOS Glashütte.

NOMOS Glashütte in pole position

Leading from the get-go: The new NOMOS watch Autobahn has won the renowned Red Dot Award—the first big prize for this sporty automatic model

GLASHÜTTE/BERLIN, APRIL 2018. Off to a flying start: Its premiere at the world trade fair for watches in Basel feels like it was only yesterday—yet Autobahn, the new watch from NOMOS Glashütte, has just won the Red Dot Design Award 2018. Its full name is Autobahn neomatik 41 date and both aesthetically and technically speaking, it has plenty to offer.

The curves of the dial and the sub-seconds entice the eye to explore this timepiece's unfamiliar depths. The elongated date window at six o'clock is particularly easy to read, displaying three days at a glance; a luminous ring of superluminova makes the watch legible at night too. Within the slender yet robust stainless steel case ticks the second highly complex and highly precise neomatik caliber from NOMOS Glashütte, this time with a date function: DUW 6101. Just like the first neomatik caliber from the watchmaking company, this one is ultra-slim—even with its self-winding mechanism and date function.

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“Autobahn is one of a kind,” says NOMOS creative director Judith Borowski. “And quick off the mark too: The fact that this watch has won an award so soon after its market launch is particularly special for us.” Werner Aisslinger and Tina Bunyaprasit, who designed this timepiece in collaboration with NOMOS Glashütte, are delighted too: “This is the highlight of a great collaboration with today’s most interesting watchmaking brand for designers.”

Along with the white silver-plated version, Autobahn neomatik 41 date also comes with dials in midnight blue and sports gray. This is not the first Red Dot Award for NOMOS Glashütte: Ten other watches from NOMOS Glashütte have already been honored with this esteemed prize, which started in 1954. “Red Dot” is an award recognized around the world for denoting excellence; it stands for innovative products with outstanding form, function, aesthetics, and quality. The official award ceremony for Autobahn takes place on July 9 in Essen, Germany.

If you have any further requests, such as additional information or an interview, just get in touch with us at your convenience.

Patricia Hellmuth
NOMOS Glashütte
press department

patricia.hellmuth@glashuette.com
+49 35053 404-481