

Elini



ELINI SPONSORING DAKAR RALLY TEAM

To celebrate the launching of Elini's latest Automatic watch, *The Commander*, the Belgian company sponsored a team participating at the Dakar Rally Argentina-Chile 2009. The team- made up of pilot Alain LePlat and co-pilot Pierre Domicent, were representing Belgium in the rally and each received a *Commander* watch. They proudly wore their new timepieces throughout the rally. Their car, a Bowler- Nemesis, was not left out either as it had two 100cm stickers of *The Commander* watch on its sides. By the end of the race the drivers could not stop complimenting the durability of the watch as it resisted all the shocks and the wear and tear that comes along with racing in Dakar.

Indeed, no event was more fitting to celebrate the launch of Elini's masculine and aggressive timepiece than the Dakar: Argentina-Chile 2009 Rally.

