

FOR IMMEDIATE RELEASE

## GoS Watches Partners with Rising Swedish Golf Star Tobias Jonsson

### *Emerging Talent Signs Exclusive Partnership with Award-Winning Timepiece Brand*

**Linköping, Sweden** – GoS Watches is pleased to announce a new partnership with Tobias Jonsson, one of Sweden's most promising young golf talents. As part of this collaboration, Jonsson will wear the Sarek Frost, an acclaimed timepiece that has earned significant international recognition.

### **A Shared Appreciation for Craft**

This partnership marks a significant new chapter for GoS Watches as the brand's first formal collaboration with a Swedish athlete. Jonsson was chosen not only for his rising prominence in golf but for his genuine appreciation of the artisanal craft required to create a GoS timepiece. He shares the brand's deep-rooted love for Swedish nature and outdoor life, which serves as one of the primary design inspirations for the collections.

*"We are thrilled to welcome Tobias to the GoS family," said GoS founder Patrik Sjögren. "His dedication to his craft, coupled with his rising prominence in international golf, makes him an ideal ambassador. The Sarek Frost represents the same commitment to precision that defines Tobias's approach to the game".*

### **Tobias Jonsson: The Next Generation of Swedish Golf**

Tobias Jonsson represents a new wave of competitive golfers making a global impact. His career highlights include:

- **National Success:** Joined the Sweden national team in 2022.
- **Amateur Victory:** Individual winner at the 2022 Eisenhower Trophy, the 32<sup>nd</sup> World Amateur Team Championship in Paris, while competing for the Swedish national team.
- **Elite Company:** Competed alongside teammates Ludvig Åberg and Adam Wallin to finish second in the 2022 Eisenhower Trophy as a team.
- **PGA Tour Debut:** Won the 2024 Augusta Haskins Award Invitational, earning a start at the 3M Open.
- **Professional Promotion:** Earned promotion to the 2025-26 European Tour by finishing in the top 20 of the final Race to Mallorca standings in November 2025.

"Partnering with GoS Watches is an honor," said Tobias Jonsson. "The Sarek Frost is not just a beautiful timepiece—it embodies the precision and reliability that matter in competitive golf. I'm proud to represent a brand that shares my values and commitment to excellence".

### **The Sarek Frost: Award-Winning Craftsmanship**

The Sarek Frost is one of GoS Watches' flagship achievements, blending an elegant and unique design with exceptional functionality. In 2025, the watch earned two prestigious honors:

- **Grand Prix—Best in Show:** Awarded at AuroChronos in Warsaw, Poland.
- **Winner, Unlimited Category:** Awarded at the Nordic Watch Awards.

### **The Sarek Frost features:**

- **Precision Engineering:** Reliable timekeeping via a Swiss La-Joux Perret movement, customized by GoS.
  - **Artisanal Dial:** Individually crafted and polished miniature ice blocks made from sapphire crystal.
  - **Unique Aesthetic:** A distinctive, award-winning frost-inspired design.
  - **Premium Build:** Meticulous craftsmanship using high-quality materials.
  - **Versatile Design:** Suitable for both formal dress and everyday wear.
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### **About GoS Watches**

GoS Watches is a Swedish brand dedicated to combining Scandinavian design principles with exceptional craftsmanship. Known as a pioneer in the use of Damascus steel in horology, the brand is celebrated for its unique use of materials and design elements inspired by Swedish nature, history, and Viking artifacts.