



JEAN-FRÉDÉRIC DUFOUR
Chief Executive Officer

The Honorable Elizabeth Warren
United States Senate
317 Hart Senate Office Building
Washington, DC 20510-2105
USA

Geneva, September 25, 2025

Response to Inquiry Regarding Rolex Invitation to President Trump at the U.S. Open

Dear Senator Warren,

Thank you for your letter of September 24, 2025 concerning Rolex's invitation to President Trump for the U.S. Open Men's Final.

While Rolex is under no formal obligation to respond to congressional inquiries of this nature, we are happy to do so as a matter of transparency and courtesy—not to mention, as a Swiss company, in the interest of ongoing goodwill and understanding between our two nations. We will respectfully refrain from commenting on the more animated language you have directed at various American business leaders and officials, trusting that the facts, simply stated, will suffice.

The rationale for our invitation is transparently and fully set forth in the attached letter, which was sent to the President and is included here for your own review. In summary:

- Rolex has long been a proud sponsor of the U.S. Open and is dedicated to celebrating athletic achievement and international friendship.
- Invitations of this nature are extended on the basis of longstanding custom and in the spirit of nonpartisan engagement and respect.
- As our letter clearly states, President Trump was offered the opportunity to bring guests as he wished and did so entirely at his and his office's discretion, without prior consultation or coordination with Rolex.

I hope this will clarify any suggestion of “special consideration,” “capitulation to special interests,” or “currying favor.” Our approach, as always, is to create moments of celebration around the values of sport, sportsmanship, and international friendship—reaching across political lines and, indeed, tennis courts alike.

Regarding hospitality and discussions leading up to, during or after the event:

- Exchanges with the President's office concerned logistics, protocol, and the schedule. As is typical in such settings, casual conversation at the match itself focused primarily on tennis (with a lively match providing a most welcome distraction from policy matters).
- President Trump, never one to miss a rhetorical opportunity, did ask in jest whether he would have been invited had it not been for the tariffs—a moment that brought a round of laughter all around and, as you can imagine, a swift return of attention to the unfolding excitement on court.
- No substantive discussion was held regarding tariffs, trade policy, or any other official matter.
- Only President Trump received gifts—a golf sweater and a sports gilet—as a token of appreciation for attending the event. His guests did not receive any gifts. A few members of the Secret Service kindly accepted a Rolex cap as they were leaving.
- There have been no discussions regarding tariffs, trade policy, or any other official matter with President Trump or anyone from his Administration since the match.

Rolex is not, nor has it ever been, engaged in any negotiation with the U.S. government regarding tariffs. Such matters fall exclusively within the purview of the Swiss authorities and their American counterparts. Rolex's experience of the recently enacted tariffs is identical to that of any other Swiss manufacturer that is not exempted. As a company, we naturally hope, along with our fellow Swiss exporters, for a resolution that is reasonable and fair.

Rolex takes great pride in its longstanding tradition of supporting world-class sporting events and fostering a spirit of international friendship and excellence. It is our conviction that sport offers a powerful way to bring people together across backgrounds, beliefs, and national borders. We are committed to upholding these values, and to ensuring that our engagements remain nonpartisan and grounded in mutual respect.

Yours sincerely,

A handwritten signature in green ink, appearing to read 'JF Dufour', with a long horizontal line extending to the left.

Jean-Frédéric Dufour

Attachment: Invitation Letter to President Trump (August 16, 2025)