

BASELWORLD 2016 | OYSTER PERPETUAL

COSMOGRAPH DAYTONA





COSMOGRAPH DAYTONA

Rolex is introducing a new version of its Oyster Perpetual Cosmograph Daytona in 904L steel, with a monobloc Cerachrom bezel, developed and patented by Rolex, in black ceramic. This latest evolution is a blend of high technology and sleek aesthetics, and pays tribute to the heritage of this legendary chronograph. The black bezel is reminiscent of the 1965 model that was fitted with a black Plexiglas bezel insert. The new Cosmograph Daytona carries the Superlative Chronometer certification redefined by Rolex in 2015, which ensures singular performance on the wrist.

CERACHROM BEZEL AND MEASURING SPEED

Created by Rolex in 1963, the Oyster Perpetual Cosmograph Daytona is a watch born to race. It has established an extraordinary track record in the world of motor sport thanks to its reliability and performance. Known simply as the "Daytona", the watch has risen to the rank of an icon as one of the best known chronographs in the world. A key part of the model's identity is the bezel engraved with a tachymetric scale for measuring average speeds of up to 400 miles or kilometres per hour. The new monobloc Cerachrom bezel in high-tech ceramic offers a number of advantages: it is corrosion resistant, virtually scratch-proof and the colour is unaffected by UV rays. This extremely durable bezel also offers an exceptionally legible tachymetric scale, thanks to the deposition of a thin layer of platinum in the numerals and graduations via a PVD (Physical Vapour Deposition) process. The monobloc Cerachrom bezel is made in a single piece and holds the crystal firmly in place on the middle case, ensuring waterproofness.

THE OYSTER CASE, SYMBOL OF WATERPROOFNESS

The Cosmograph Daytona's Oyster case, guaranteed waterproof to a depth of 100 metres (330 feet), is a paragon of robustness, proportion and elegance. Its characteristically shaped middle case is crafted from a solid block of 904L steel. The fluted case back is hermetically screwed down with a special tool that allows only Rolex watchmakers to access the movement. The winding crown – fitted with the Triplock triple waterproofness system – as well as the chronograph pushers screw down securely against the case. Its crown guard is an integral part of the middle case. The crystal is made of virtually scratchproof sapphire. The waterproof Oyster case provides optimum protection for the Cosmograph Daytona's high-precision movement.



The Cosmograph Daytona is equipped with calibre 4130, a self-winding mechanical chronograph movement entirely developed and manufactured by Rolex. Its architecture, a composite of Rolex technology, was completely re-engineered: the number of components for the chronograph function was reduced significantly, thereby enhancing its reliability. The robust chronograph is engaged by a mechanism with a column wheel and vertical clutch, allowing an instantaneous and extremely precise start. The oscillator, the true heart of the watch, has a blue Parachrom hairspring patented and manufactured by Rolex in an exclusive alloy. Insensitive to magnetic fields, the Parachrom hairspring offers great stability in the face of temperature variations and remains up to 10 times more precise than a traditional hairspring in case of shocks. It is equipped with a Rolex overcoil, ensuring its regularity in any position. Calibre 4130 is equipped with a self-winding module featuring a Perpetual rotor and boasts a power reserve of approximately 72 hours

SOLID-LINK BRACELET WITH SAFETY CLASP

The new Cosmograph Daytona is available on a solid-link Oyster bracelet in 904L steel, with an Oysterlock safety clasp that prevents accidental opening. It features the ingenious Rolex-patented Easylink rapid extension system that allows the wearer to easily increase the bracelet length by approximately 5 mm, for additional comfort in any circumstance.



SUPERLATIVE CHRONOMETER CERTIFICATION

The Cosmograph Daytona is covered by the Superlative Chronometer certification redefined by Rolex in 2015. This exclusive designation testifies that the watch has successfully undergone a series of tests conducted by Rolex in its own laboratories according to its own criteria, which exceed watchmaking norms and standards. The certification applies to the fully assembled watch, after casing the movement, guaranteeing its superlative performance on the wrist in terms of precision, power reserve, waterproofness and self-winding. The precision of a Rolex Superlative Chronometer after casing is of the order of -2/+2 seconds per day, or more than twice that required of an official chronometer. The Superlative Chronometer status is symbolized by the green seal that comes with every Rolex watch and is coupled with an international five-year guarantee.



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Superlative Chronometer



COSMOGRAPH DAYTONA

REF. CASE II6500 LN

REF. BRACELET 78590

OYSTER PERPETUAL COSMOGRAPH DAYTONA

CERTIFICATION: SUPERLATIVE CHRONOMETER*

CASE

Type

Oyster (monobloc middle case, screw-down case back, winding crown and chronograph pushers)

Diameter

40 mm

Material

904L steel, polished finish

Bezel

Black monobloc Cerachrom in ceramic with an engraved tachymetric scale Numerals and graduations coated with platinum via magnetron sputtering

Case back

Screw-down with Rolex fluting

Winding crown

Screw-down Triplock triple waterproofness system

Crown guard

Integral part of the middle case

Crystal

Scratch-resistant sapphire

Waterproofness

100 metres (330 feet)

MOVEMENT

Calibre

4130. Manufacture Rolex Mechanical chronograph movement with column wheel and vertical clutch Bidirectional self-winding via Perpetual rotor on ball bearing

Precision

-2/+2 sec/day, after casing

Functions

Centre hour and minute hands. small seconds hand at 6 o'clock Chronograph (centre hand) accurate to within 1/8 of a second 30-minute counter at 3 o'clock and 12-hour counter at 9 o'clock Stop-seconds for precise time setting

Oscillator

Frequency: 28,800 beats/hour (4 Hz) Paramagnetic blue Parachrom hairspring Rolex overcoil Large balance wheel with variable inertia High-precision regulating via four gold Microstella nuts Traversing balance bridge

Jewelling

44 rubies

Power reserve

Approximately 72 hours

DIAL

Colour

White lacquer, black snailed counters

Hour markers

18 ct white gold appliques, Chromalight

Hands

18 ct white gold, Chromalight

BRACELET

Type

Oyster, three-piece solid links

Material

904L steel, polished centre links, satin-finished outer links with polished edges

Clasp

Oysterlock folding safety clasp Easylink 5 mm comfort extension link



COSMOGRAPH DAYTONA

REF. CASE II6500 LN

REF. BRACELET 78590

OYSTER PERPETUAL COSMOGRAPH DAYTONA

CERTIFICATION: SUPERLATIVE CHRONOMETER*

CASE

Type

Oyster (monobloc middle case, screw-down case back, winding crown and chronograph pushers)

Diameter

40 mm

Material

904L steel, polished finish

Bezel

Black monobloc Cerachrom in ceramic with an engraved tachymetric scale Numerals and graduations coated with platinum via magnetron sputtering

Case back

Screw-down with Rolex fluting

Winding crown

Screw-down Triplock triple waterproofness system

Crown guard

Integral part of the middle case

Crystal

Scratch-resistant sapphire

Waterproofness

100 metres (330 feet)

MOVEMENT

Calibre

4130, Manufacture Rolex
Mechanical chronograph movement
with column wheel and vertical clutch
Bidirectional self-winding via Perpetual
rotor on ball bearing

Precision

-2/+2 sec/day, after casing

Functions

Centre hour and minute hands, small seconds hand at 6 o'clock Chronograph (centre hand) accurate to within 1/8 of a second 30-minute counter at 3 o'clock and 12-hour counter at 9 o'clock Stop-seconds for precise time setting

Oscillator

Frequency: 28,800 beats/hour (4 Hz)
Paramagnetic blue Parachrom
hairspring
Rolex overcoil
Large balance wheel
with variable inertia
High-precision regulating
via four gold Microstella nuts
Traversing balance bridge

Jewelling

44 rubies

Power reserve

Approximately 72 hours

DIAL

Colour

Black lacquer, grey snailed counters

Hour markers

18 ct white gold appliques, Chromalight

Hands

18 ct white gold, Chromalight

BRACELET

Type

Oyster, three-piece solid links

Material

904L steel, polished centre links, satin-finished outer links with polished edges

Clasp

Oysterlock folding safety clasp Easylink 5 mm comfort extension link



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AIR-KING



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OYSTER PERPETUAL

AIR-KING

Rolex is introducing a new Oyster Perpetual Air-King, a watch that perpetuates the aeronautical heritage of the original Rolex Oyster. The new Air-King, with a 40 mm case in 904L steel, features a distinctive black dial with a combination of large 3, 6 and 9 numerals marking the hours and a prominent minutes scale for navigational time readings. The dial bears the name Air-King in the same lettering that was designed specially for the model in the 1950s. The Air-King carries the Superlative Chronometer certification redefined by Rolex in 2015, which ensures singular performance on the wrist.

A HOMAGE TO AVIATION

The new Air-King epitomizes Rolex's privileged ties with the world of aviation during its golden age in the 1930s. It was a period when spectacular progress in aircraft performance constantly expanded humanity's capacity to conquer the skies, and led to the introduction of long-distance flights. One of the pioneers of this era, English aviator Charles Douglas Barnard, set a number of flight records. Of the Oyster, he said: "The peculiar qualities of this Rolex watch render it eminently suitable for flying purposes and I propose to use it on all my long-distance flights in the future". In 1933, Oyster watches accompanied the Houston Expedition as it made the first-ever flight over Mount Everest at an altitude exceeding 10,000 metres (33,000 feet) in extreme weather conditions. In 1934, Owen Cathcart-Jones and Ken Waller made a return voyage from London to Melbourne (Australia) in record time with a twin-engine De Havilland Comet, using a Rolex Oyster as their on-board chronometer. Today's new Air-King pays tribute to the pioneers of flight and the Oyster's role in the epic story of aviation.

THE OYSTER CASE, SYMBOL OF WATERPROOFNESS

The Air-King's Oyster case, guaranteed waterproof to a depth of 100 metres (330 feet), is a paragon of robustness. Its characteristically shaped middle case is crafted from a solid block of particularly corrosion-resistant 904L steel. The fluted case back is hermetically screwed down with a special tool that allows only Rolex watchmakers to access the movement. Fitted with the Twinlock double waterproofness system, the winding crown screws down securely against the case. The crystal is made of virtually scratchproof sapphire. The waterproof Oyster case provides optimum protection for the Air-King's high-precision movement and is also fitted with a shield to protect against magnetic fields, a feature of pilots' watches of the past.



The Air-King is equipped with calibre 3131, a self-winding mechanical movement entirely developed and manufactured by Rolex. Its architecture, manufacturing quality and innovative features make it singularly precise and reliable. The oscillator, the true heart of the watch, has a blue Parachrom hairspring patented and manufactured by Rolex in an exclusive alloy. Insensitive to magnetic fields, the Parachrom hairspring offers great stability in the face of temperature variations and remains up to 10 times more precise than a traditional hairspring in case of shocks. It is equipped with a Rolex overcoil, ensuring its regularity in any position. The escapement features a paramagnetic escape wheel made from a nickel-phosphorus alloy produced via UV-LiGA (micromanufacturing by electroforming). Calibre 3131 is equipped with a self-winding module featuring a Perpetual rotor and boasts a power reserve of approximately 48 hours.

SOLID-LINK BRACELET AND EASYLINK

The Air-King is fitted on a solid-link Oyster bracelet in 904L steel with a folding Oysterclasp. This bracelet features the ingenious Rolex-patented Easylink rapid extension system that allows the wearer to easily increase the bracelet length by approximately 5 mm, for additional comfort in any circumstance.



SUPERLATIVE CHRONOMETER CERTIFICATION

The Air-King is covered by the Superlative Chronometer certification redefined by Rolex in 2015. This exclusive designation testifies that the watch has successfully undergone a series of tests conducted by Rolex in its own laboratories according to its own criteria, which exceed watchmaking norms and standards. The certification applies to the fully assembled watch, after casing the movement, guaranteeing its superlative performance on the wrist in terms of precision, power reserve, waterproofness and self-winding. The precision of a Rolex Superlative Chronometer after casing is of the order of -2/+2 seconds per day, or more than twice that required of an official chronometer. The Superlative Chronometer status is symbolized by the green seal that comes with every Rolex watch and is coupled with an international five-year guarantee.



Superlative Chronometer



AIR-KING

REF. CASE 116900

REF. BRACELET 71200

CERTIFICATION: SUPERLATIVE CHRONOMETER*

CASE

Type

Oyster (monobloc middle case, screw-down case back and winding crown) Internal magnetic shield to protect the movement

Diameter

40 mm

Material

904L steel, satin finish

Bezel

Smooth

Case back

Screw-down with Rolex fluting

Winding crown

Screw down Twinlock double waterproofness system

Crystal

Scratch-resistant sapphire

Waterproofness

100 metres (330 feet)

MOVEMENT

Calibre

3131, Manufacture Rolex
Mechanical movement with
bidirectional self-winding
via Perpetual rotor

Precision

-2/+2 sec/day, after casing

Functions

Centre hour, minute and seconds hands Stop-seconds for precise time setting

Frequency: 28,800 beats/hour (4 Hz)

Oscillator

Paramagnetic blue Parachrom hairspring Rolex overcoil Large balance wheel with variable inertia High-precision regulating via four gold Microstella nuts Traversing balance bridge

Escapement

Paramagnetic nickel-phosphorus escape wheel

Jewelling

31 rubies

Power reserve

Approximately 48 hours

DIAL

Colour

Black, satin finish

Hour markers

3, 6, 9 in 18 ct white gold Highly legible Chromalight triangle (long-lasting luminescence) in 18 ct white gold at 12 o'clock White transferred minute numerals

Hands

18 ct white gold, Chromalight, green seconds hand

BRACELET

Tvpe

Oyster, three-piece solid links

Material

904L steel, satin finish, polished edges

Clasp

Folding Oysterclasp Easylink 5 mm comfort extension link



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DATEJUST 41



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OYSTER PERPETUAL

DATEJUST 41

Rolex is introducing the new generation of its classic Oyster Perpetual Datejust, featuring an updated design in a 41 mm case and the new Rolex calibre 3235, a movement at the forefront of watchmaking technology. The new Datejust 41 is offered in yellow or Everose Rolesor versions – a combination of 904L steel and either 18 ct yellow or Everose gold – with a wide selection of dials. The new Datejust 41 carries the Superlative Chronometer certification redefined by Rolex in 2015, which ensures singular performance on the wrist.

ARCHETYPE OF THE CLASSIC WATCH

Rolex's Datejust is the archetype of the classic watch thanks to functions and aesthetics that never go out of fashion. Launched in 1945, it was the first self-winding waterproof chronometer wristwatch to display the date in a window at 3 o'clock on the dial, and consolidated all the major innovations that Rolex had contributed to the modern wristwatch until then. Aesthetically, the Datejust has spanned eras while retaining the enduring codes that today still make it one of the most recognized and recognizable of watches.

ROLESOR, A MARRIAGE OF GOLD AND STEEL

Rolesor, the combination of gold and steel on a Rolex watch, has been a signature feature of the brand since 1933, when the name was registered. It is an auspicious meeting of two metals: one, noble and precious, attractive for its lustre and stability; the other, highly resistant, known for its strength and reliability. All of these qualities perfectly mirror the elegance and performance that come together in a Rolex watch. The Rolesor concept is simple: the bezel, the winding crown, as well as the centre bracelet links are made of 18 ct yellow or Everose (Rolex's exclusive patented pink gold alloy) gold; the middle case and the outer links of the bracelet are made of 904L steel. Introduced on the Datejust in 1948, Rolesor contributed largely to the legendary status of this wristwatch.

THE OYSTER CASE, SYMBOL OF WATERPROOFNESS

The Oyster case of the Datejust 41, guaranteed waterproof to a depth of 100 metres (330 feet), is a paragon of robustness, proportion and elegance. The characteristically shaped middle case is crafted from a solid block of 904L steel. The fluted case back is hermetically screwed down with a special tool that allows only Rolex watchmakers to access the movement. Fitted with the Twinlock double waterproofness system, the winding crown screws down securely against the case. The crystal, with a Cyclops lens at 3 o'clock for easy reading of the date, is made of virtually scratchproof sapphire. The waterproof case provides optimum protection for the Datejust 41's high-precision movement.

PERPETUAL CALIBRE 3235

The Datejust 41 is equipped with calibre 3235, a new-generation movement entirely developed and manufactured by Rolex. This selfwinding mechanical movement is at the forefront of watchmaking. A consummate demonstration of Rolex technology, with 14 patents, it offers fundamental gains in terms of precision, power reserve, resistance to shocks and magnetism, convenience and reliability. It incorporates the new Chronergy escapement patented by Rolex, which combines high energy efficiency with great dependability. Made of nickel-phosphorus, it is also insensitive to magnetic interference. An optimized blue Parachrom hairspring is fitted to the oscillator, the true heart of the watch. Patented and manufactured by Rolex in an exclusive paramagnetic alloy, it is also up to 10 times more precise than a traditional hairspring in case of shocks. A Rolex overcoil ensures its regularity in any position. Calibre 3235 is equipped with a self-winding module via a Perpetual rotor. Thanks to a new barrel architecture and the escapement's superior efficiency, the power reserve of calibre 3235 extends to approximately 70 hours.

OYSTER AND JUBILEE BRACELETS

The new Rolesor Datejust 41 is available on an Oyster or Jubilee bracelet. Both bracelets, combining 904L steel and 18 ct gold, benefit from the new concealed attachment beneath the bezel, which ensures seamless visual continuity between the bracelet and case. They are equipped with a folding Oysterclasp and also feature the ingenious Rolex-patented Easylink rapid extension system that allows the wearer to easily increase the bracelet length by approximately 5 mm, for additional comfort in any circumstance.



SUPERLATIVE CHRONOMETER CERTIFICATION

The Datejust 41 is covered by the Superlative Chronometer certification redefined by Rolex in 2015. This exclusive designation testifies that the watch has successfully undergone a series of tests conducted by Rolex in its own laboratories according to its own criteria, which exceed watchmaking norms and standards. The certification applies to the fully assembled watch, after casing the movement, guaranteeing superlative performance on the wrist in terms of precision, power reserve, waterproofness and self-winding. The precision of a Rolex Superlative Chronometer after casing is of the order of -2/+2 seconds per day, or more than twice that required of an official chronometer. The Superlative Chronometer status is symbolized by the green seal that comes with every Rolex watch and is coupled with an international five-year guarantee.



Superlative Chronometer



DATEJUST 41

REF. CASE 126333

REF. BRACELET 62613

CERTIFICATION: SUPERLATIVE CHRONOMETER*

CASE

Type

Oyster (monobloc middle case, screw-down case back and winding crown)

Diameter

41 mm

Material

Yellow Rolesor (combination of 904L steel and 18 ct yellow gold), polished finish

Bezel

Fluted

Case back

Screw-down with Rolex fluting

Winding crown

Screw-down Twinlock double waterproofness system

Crystal

Scratch-resistant sapphire
Cyclops lens over the date
with double anti-reflective coating

Waterproofness

100 metres (330 feet)

MOVEMENT

Calibre

3235, Manufacture Rolex
Mechanical movement with
bidirectional self-winding
via Perpetual rotor

Precision

-2/+2 sec/day, after casing

Functions

Centre hour, minute and seconds hands Instantaneous date at 3 o'clock with rapid setting Stop-seconds for precise time setting

Frequency: 28,800 beats/hour (4 Hz)

Oscillator

Paramagnetic blue Parachrom hairspring Rolex overcoil Large balance wheel with variable inertia High-precision regulating via four gold Microstella nuts Traversing balance bridge High-performance Paraflex shock absorbers

Escapement

Chronergy with optimized energy efficiency Paramagnetic nickel-phosphorus pallet fork and escape wheel

Jewelling

31 rubies

Power reserve

Approximately 70 hours

DIAL

Colour

Champagne, sunray finish

Hour markers

18 ct yellow gold appliques, Chromalight

Hands

18 ct yellow gold, Chromalight

BRACELET

Type

Jubilee, five-piece solid links

Material

Yellow Rolesor (combination of 904L steel and 18 ct yellow gold), polished centre links, satin-finished outer links with polished edges

Clasp

Folding Oysterclasp Easylink 5 mm comfort extension link



DATEJUST 41

REF. CASE 126301

REF. BRACELET 72611

OYSTER PERPETUAL DATEJUST 41

CERTIFICATION: SUPERLATIVE CHRONOMETER*

CASE

Type

Oyster (monobloc middle case, screw-down case back and winding crown)

Diameter

41 mm

Material

Everose Rolesor (combination of 904L steel and 18 ct Everose gold), polished finish

Bezel

Smooth

Case back

Screw-down with Rolex fluting

Winding crown

Screw-down Twinlock double waterproofness system

Crystal

Scratch-resistant sapphire Cyclops lens over the date with double anti-reflective coating

Waterproofness

100 metres (330 feet)

MOVEMENT

Calibre

3235. Manufacture Rolex Mechanical movement with bidirectional self-winding via Perpetual rotor

Precision

-2/+2 sec/day, after casing

Functions

Centre hour, minute and seconds hands Instantaneous date at 3 o'clock with rapid setting Stop-seconds for precise time setting

Frequency: 28,800 beats/hour (4 Hz)

Oscillator

Paramagnetic blue Parachrom hairspring Rolex overcoil Large balance wheel with variable inertia High-precision regulating via four gold Microstella nuts Traversing balance bridge High-performance Paraflex shock absorbers

Escapement

Chronergy with optimized energy efficiency Paramagnetic nickel-phosphorus pallet fork and escape wheel

Jewelling

31 rubies

Power reserve

Approximately 70 hours

DIAL

Colour

Sundust, sunray finish

Hour markers

10 diamonds in 18 ct pink gold settings

Hands

18 ct pink gold

BRACELET

Type

Oyster, three-piece solid links

Material

Everose Rolesor (combination of 904L steel and 18 ct Everose gold), polished centre links, satin-finished outer links with polished edges

Clasp

Folding Oysterclasp Easylink 5 mm comfort extension link



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LADY-DATEJUST 28



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OYSTER PERPETUAL

LADY-DATEJUST 28

Rolex is introducing the new generation of its Oyster Perpetual Lady-Datejust in either yellow or Everose Rolesor versions, a combination of 904L steel and either 18 ct yellow or Everose gold. These new models feature a redesigned case enlarged to 28 mm and a mechanical movement, calibre 2236, equipped with a Rolex-patented Syloxi hairspring in silicon. The new Lady-Datejust 28 carries the Superlative Chronometer certification redefined by Rolex in 2015, which ensures singular performance on the wrist.

PRESTIGE AND ELEGANCE

Rolex's classic feminine watch, the Lady-Datejust 28, is in the lineage of the Datejust, the emblematic model that has been a byword for style and accurate timekeeping ever since its launch in 1945. The first women's version of this date chronometer, the Lady-Datejust, appeared in the late 1950s, bringing the heritage of timeless elegance and functionality in a smaller size perfectly suited to a lady's wrist.

ROLESOR, A MARRIAGE OF GOLD AND STEEL

Rolesor, the combination of gold and steel on a Rolex watch, has been a signature feature of the brand since 1933, when the name was registered. It is an auspicious meeting of two metals: one, noble and precious, attractive for its lustre and stability; the other, highly resistant, known for its strength and reliability. All of these qualities perfectly mirror the elegance and performance that come together in a Rolex watch. The Rolesor concept is simple: the bezel, the winding crown, as well as the centre bracelet links are made of 18 ct yellow or Everose (Rolex's exclusive patented pink gold alloy) gold; the middle case and the outer bracelet links are made of 904L steel. Introduced on the Datejust in 1948, Rolesor contributed largely to the legendary status of this wristwatch

THE OYSTER CASE, SYMBOL OF WATERPROOFNESS

The Oyster case of the Lady-Datejust 28, guaranteed waterproof to a depth of 100 metres (330 feet), is a paragon of robustness, proportion and elegance. The characteristically shaped middle case is crafted from a solid block of 904L steel. The fluted case back is hermetically screwed down with a special tool that allows only Rolex watchmakers to access the movement. Fitted with the Twinlock double waterproofness system, the winding crown screws down securely against the case. The crystal, with a Cyclops lens at 3 o'clock for easy reading of the date, is made of virtually scratchproof sapphire. The waterproof Oyster case provides optimum protection for the Lady-Datejust 28's high-precision movement.



The new Rolesor Lady-Datejust 28 is equipped with calibre 2236, a new-generation self-winding mechanical movement entirely developed and manufactured by Rolex. Its Syloxi hairspring in silicon, patented by Rolex, offers a superlative level of chronometric performance. Insensitive to magnetic fields, the Syloxi hairspring provides great stability in the face of temperature variations and remains up to 10 times more precise than a traditional hairspring in case of shocks. Its patented geometry ensures its regularity in any position. Calibre 2236 is equipped with a self-winding module via a Perpetual rotor and offers a power reserve of approximately 55 hours.

OYSTER AND JUBILEE BRACELETS

The new Rolesor Lady-Datejust 28 is available on an Oyster or Jubilee bracelet with a redesigned profile. Both bracelets, combining 904L steel and 18 ct gold, benefit from the new concealed attachment beneath the bezel, which ensures seamless visual continuity between the bracelet and case. The model on a Jubilee bracelet is fitted with a new-generation concealed Crownclasp, opened with a hinged Rolex crown. The version on the Oyster bracelet is fitted with a folding Oysterclasp as well as the ingenious Rolex-patented Easylink rapid extension system that allows the wearer to easily increase the bracelet length by approximately 5 mm, for additional comfort in any circumstance.



SUPERLATIVE CHRONOMETER CERTIFICATION

The Lady-Datejust 28 is covered by the Superlative Chronometer certification redefined by Rolex in 2015. This exclusive designation testifies that the watch has successfully undergone a series of tests conducted by Rolex in its own laboratories according to its own criteria, which exceed watchmaking norms and standards. The certification applies to the fully assembled watch, after casing the movement, guaranteeing superlative performance on the wrist in terms of precision, power reserve, waterproofness and self-winding. The precision of a Rolex Superlative Chronometer after casing is of the order of -2/+2 seconds per day, or more than twice that required of an official chronometer. The Superlative Chronometer status is symbolized by the green seal that comes with every Rolex watch and is coupled with an international five-year guarantee.



Superlative Chronometer



LADY-DATEJUST 28

REF. CASE 279381 RBR

REF. BRACELET 63341

OYSTER PERPETUAL LADY-DATEJUST 28

CERTIFICATION: SUPERLATIVE CHRONOMETER*

CASE

Type

Oyster (monobloc middle case, screw-down case back and winding crown)

Diameter

28 mm

Material

Everose Rolesor (combination of 904L steel and 18 ct Everose gold), polished finish

Bezel

Set with 46 brilliant-cut diamonds

Case back

Screw-down with Rolex fluting

Winding crown

Screw-down Twinlock double waterproofness system

Crystal

Scratch-resistant sapphire Cyclops lens over the date with double anti-reflective coating

Waterproofness

100 metres (330 feet)

MOVEMENT

Calibre

2236. Manufacture Rolex Mechanical movement with bidirectional self-winding via Perpetual rotor

Precision

-2/+2 sec/day, after casing

Centre hour, minute and

Functions

seconds hands Instantaneous date at 3 o'clock with rapid setting Stop-seconds for precise time setting

Oscillator

Frequency: 28,800 beats/hour (4 Hz) Syloxi hairspring in silicon with patented geometry Balance wheel with variable inertia High-precision regulating via two gold Microstella nuts Traversing balance bridge High-performance Paraflex shock absorbers

Jewelling

31 rubies

Power reserve

Approximately 55 hours

DIAL

Material

White mother-of-pearl

Hour markers

10 diamonds in 18 ct pink gold settings

Hands

18 ct pink gold

BRACELET

Type

Jubilee, five-piece solid links

Material

Everose Rolesor (combination of 904L steel and 18 ct Everose gold), polished centre links, satin-finished outer links with polished edges

Clasp

Concealed folding Crownclasp



LADY-DATEJUST 28

REF. CASE 279173

REF. BRACELET 72343

OYSTER PERPETUAL LADY-DATEJUST 28

CERTIFICATION: SUPERLATIVE CHRONOMETER*

CASE

Type

Oyster (monobloc middle case, screw-down case back and winding crown)

Diameter

28 mm

Material

Yellow Rolesor (combination of 904L steel and 18 ct yellow gold), polished finish

Bezel

Fluted

Case back

Screw-down with Rolex fluting

Winding crown

Screw-down Twinlock double waterproofness system

Crystal

Scratch-resistant sapphire Cyclops lens over the date with double anti-reflective coating

Waterproofness

100 metres (330 feet)

MOVEMENT

Calibre

2236. Manufacture Rolex Mechanical movement with bidirectional self-winding via Perpetual rotor

Precision

-2/+2 sec/day, after casing

Functions

Centre hour, minute and seconds hands Instantaneous date at 3 o'clock with rapid setting Stop-seconds for precise time setting

Oscillator

Frequency: 28,800 beats/hour (4 Hz) Syloxi hairspring in silicon with patented geometry Balance wheel with variable inertia High-precision regulating via two gold Microstella nuts Traversing balance bridge High-performance Paraflex shock absorbers

Jewelling

31 rubies

Power reserve

Approximately 55 hours

DIAL

Colour

Champagne, sunray finish

Hour markers

Roman numerals in 18 ct yellow gold

Hands

18 ct yellow gold

BRACELET

Oyster, three-piece solid links

Material

Yellow Rolesor (combination of 904L steel and 18 ct yellow gold), polished centre links, satin-finished outer links with polished edges

Clasp

Folding Oysterclasp Easylink 5 mm comfort extension link



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PEARLMASTER 39



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OYSTER PERPETUAL

PEARLMASTER 39

Rolex is introducing a new version of the Oyster Perpetual Pearlmaster 39, a treasure among its gem-set watches. In 18 ct Everose gold and adorned with the rarest diamonds, this interpretation highlights the extent of Rolex's expertise in gem-setting. In this 39 mm Pearlmaster, Rolex combines to perfection the art of watchmaking and sophisticated gem-setting of the highest order. This precious watch is also equipped with the new-generation calibre 3235, backed by 14 patents, incorporating the Chronergy escapement developed by Rolex. The new Pearlmaster 39 carries the Superlative Chronometer certification redefined by Rolex in 2015, which ensures singular performance on the wrist.

THE WORLD'S MOST BEAUTIFUL DIAMONDS

The diamonds gracing the Pearlmaster 39 are selected according to rigorous criteria and set in keeping with the finest traditions to ensure the most intense radiance. Rolex has its own gemmology laboratory, where experienced specialists check the quality of the precious stones. The gems are then entrusted to the in-house master gem-setters, experts in the art of exalting the stones' natural lustre. In addition to the intrinsic quality of the stones, several criteria contribute to the reputation of Rolex gem-setting: the precise alignment of the height of the gems, their orientation and position, the robustness, the regularity and aesthetics of the setting, as well as the finishing of the beads.

THE OYSTER CASE, SYMBOL OF WATERPROOFNESS

The refinement of the Oyster Perpetual Pearlmaster 39 merely complements its technical excellence as a Rolex watch. Its Oyster case, guaranteed waterproof to a depth of 100 metres (330 feet), is a paragon of robustness, proportion and elegance. The characteristically shaped middle case is crafted from a solid block of 18 ct Everose gold, cast by Rolex in its own foundry. The fluted case back is hermetically screwed down with a special tool that allows only Rolex watchmakers to access the movement. Fitted with the Twinlock double waterproofness system, the winding crown screws down securely against the case. The crystal, with a Cyclops lens at 3 o'clock for easy reading of the date, is made of virtually scratchproof sapphire. The waterproof case provides optimum protection for the Pearlmaster 39's high-precision movement.

PERPETUAL CALIBRE 3235

The Pearlmaster 39 is equipped with calibre 3235, a new-generation movement entirely developed and manufactured by Rolex. This self-winding mechanical movement is at the forefront of watchmaking. A consummate demonstration of Rolex technology, with 14 patents, it offers fundamental gains in terms of precision, power reserve, resistance to shocks and magnetism, convenience and reliability. It incorporates the new Chronergy escapement patented by Rolex, which combines high energy efficiency with great dependability. Made of nickel-phosphorus, it is also insensitive to magnetic interference. An optimized blue Parachrom hairspring is fitted to the oscillator, the true heart of the watch. Patented and manufactured by Rolex in an exclusive paramagnetic alloy, it is also up to 10 times more precise than a traditional hairspring in case of shocks. A Rolex ovecoil ensures its regularity in any position. Calibre 3235 is equipped with a self-winding module via a Perpetual rotor. Thanks to a new barrel architecture and the escapement's superior efficiency, the power reserve of calibre 3235 extends to approximately 70 hours.

PEARLMASTER BRACELET

With delightfully rounded solid links in 18 ct gold, the Pearlmaster bracelet contributes to the watch's distinctive character and offers the wearer maximum comfort. It is fitted with a concealed Crownclasp that is both elegant and functional. An alternative version of the bracelet is available with intermediate links in 18 ct white gold sublimely set with diamonds. Echoing the bezel and dial, this superb gem-setting provides the finishing touch to an authentic watchmaking masterpiece.



SUPERLATIVE CHRONOMETER CERTIFICATION

The Pearlmaster 39 is covered by the Superlative Chronometer certification redefined by Rolex in 2015. This exclusive designation testifies that the watch has successfully undergone a series of tests conducted by Rolex in its own laboratories according to its own criteria, which exceed watchmaking norms and standards. The certification applies to the fully assembled watch, after casing the movement, guaranteeing superlative performance on the wrist in terms of precision, power reserve, waterproofness and self-winding. The precision of a Rolex Superlative Chronometer after casing is of the order of -2/+2 seconds per day, or more than twice that required of an official chronometer. The Superlative Chronometer status is symbolized by the green seal that comes with every Rolex watch and is coupled with an international five-year guarantee.



Superlative Chronometer



PEARLMASTER 39

REF. CASE 86285

REF. BRACELET 44745

OYSTER PERPETUAL PEARLMASTER 39

CERTIFICATION: SUPERLATIVE CHRONOMETER*

CASE

Type

Ovster (monobloc middle case, screw-down case back and winding crown)

Diameter

39 mm

Material

18 ct Everose gold, polished finish

Bezel

18 ct white gold set with 36 brilliantcut diamonds

Case back

Screw-down with Rolex fluting

Winding crown

Screw-down Twinlock double waterproofness system

Crystal

Scratch-resistant sapphire, Cyclops lens over the date with double anti-reflective coating

Waterproofness

100 metres (330 feet)

MOVEMENT

Calibre

3235. Manufacture Rolex Mechanical movement with bidirectional self-winding via Perpetual rotor

Precision

-2/+2 sec/day, after casing

Functions

Centre hour, minute and seconds hands Instantaneous date at 3 o'clock with rapid setting Stop-seconds for precise time setting

Frequency: 28,800 beats/hour (4 Hz)

Oscillator

Paramagnetic blue Parachrom hairspring Rolex overcoil Large balance wheel with variable inertia High-precision regulating via four gold Microstella nuts Traversing balance bridge High-performance Paraflex shock absorbers

Escapement

Chronergy with optimized energy efficiency Paramagnetic nickel-phosphorus pallet fork and escape wheel

Jewelling

31 rubies

Power reserve

Approximately 70 hours

DIAL

Material

18 ct pink gold, paved with 713 diamonds

Hour markers

Roman numeral appliques in 18 ct pink gold

Hands

18 ct pink gold

BRACELET

Pearlmaster, five-piece solid links

Material

Centre and outer links in 18 ct Everose gold, polished finish; intermediate links in 18 ct white gold set with 144 brilliant-cut diamonds Ceramic inserts

Clasp

Concealed folding Crownclasp



PEARLMASTER 39

REF. CASE 86285

REF. BRACELET 42745

OYSTER PERPETUAL PEARLMASTER 39

CERTIFICATION: SUPERLATIVE CHRONOMETER*

CASE

Type

Oyster (monobloc middle case, screw-down case back and winding crown)

Diameter

39 mm

Material

18 ct Everose gold, polished finish

Bezel

18 ct white gold set with 36 brilliantcut diamonds

Case back

Screw-down with Rolex fluting

Winding crown

Screw-down Twinlock double waterproofness system

Crystal

Scratch-resistant sapphire Cyclops lens over the date with double anti-reflective coating

Waterproofness

100 metres (330 feet)

MOVEMENT

Calibre

3235, Manufacture Rolex Mechanical movement with bidirectional self-winding via Perpetual rotor

Precision

-2/+2 sec/day, after casing

Functions

Centre hour, minute and seconds hands Instantaneous date at 3 o'clock with rapid setting Stop-seconds for precise time setting

Frequency: 28,800 beats/hour (4 Hz)

Oscillator

Paramagnetic blue Parachrom hairspring Rolex overcoil Large balance wheel with variable inertia High-precision regulating via four gold Microstella nuts Traversing balance bridge High-performance Paraflex shock absorbers

Escapement

Chronergy with optimized energy efficiency Paramagnetic nickel-phosphorus pallet fork and escape wheel

Jewelling

31 rubies

Power reserve

Approximately 70 hours

DIAL

Colour

Aubergine, sunray finish

Hour markers

8 diamonds in 18 ct pink gold settings, 6 and 9 in 18 ct pink gold each set with 16 diamonds

Hands

18 ct pink gold

BRACELET

Pearlmaster, five-piece solid links

Material

18 ct Everose gold, polished finish Ceramic inserts

Clasp

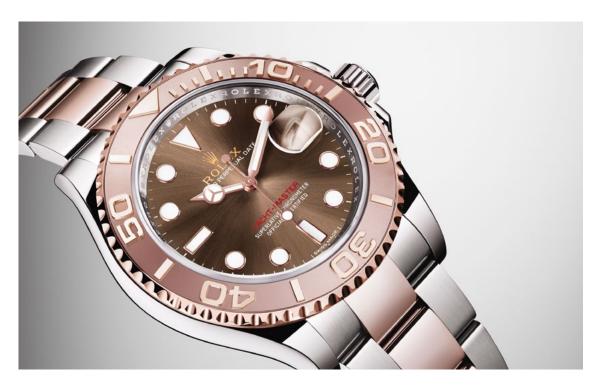
Concealed folding Crownclasp



BASELWORLD 2016 | OYSTER PERPETUAL

YACHT-MASTER 40





YACHT-MASTER 40

Rolex is introducing a new version of the Oyster Perpetual Yacht-Master, its emblematic nautical watch, for the first time in Everose Rolesor (a combination of 904L steel and 18 ct Everose gold), with a chocolate dial. The new Yacht-Master 40 carries the Superlative Chronometer certification redefined by Rolex in 2015, which ensures singular performance on the wrist.

THE WATCH OF THE OPEN SEAS

Sleek, sporty and distinguished, the Yacht-Master is just as at home on the deck of an ocean-going yacht as on land in an elegant yacht club lounge. Waterproof, precise and reliable, this watch of the open seas is distinctive for its bidirectional rotatable 60-minute graduated bezel in 18 ct Everose gold. The polished raised numerals and graduations stand out clearly against a matt, sand-blasted background. This characteristic bezel – which enables the wearer to calculate, for example, the sailing time between two buoys – plays a full part in creating the unique visual identity of the model.

ROLESOR, A MARRIAGE OF GOLD AND STEEL

Rolesor, the combination of gold and steel on a Rolex watch, has been a signature feature of the brand since 1933, when the name was registered. It is an auspicious meeting of two metals: one, noble and precious, attractive for its lustre and stability; the other, highly resistant, known for its strength and reliability. All of these qualities perfectly mirror the elegance and performance that come together in a Rolex watch. On the Yacht-Master, the bezel as well as the centre bracelet links are made of 18 ct Everose gold (Rolex's exclusive patented pink gold alloy); the winding crown, the middle case and the outer bracelet links are made of 904L steel.

THE OYSTER CASE, SYMBOL OF WATERPROOFNESS

The Yacht-Master's Oyster case, guaranteed waterproof to a depth of 100 metres (330 feet), is a paragon of robustness. The characteristically shaped middle case is crafted from a solid block of particularly corrosion-resistant 904L steel. The fluted case back is hermetically screwed down with a special tool that allows only Rolex watchmakers

to access the movement. The winding crown, fitted with the Triplock triple waterproofness system and protected by a crown guard that is an integral part of the middle case, screws down securely against the case, offering watertight security akin to a submarine's hatch. The crystal, with a Cyclops lens at 3 o'clock for easy reading of the date, is made of virtually scratchproof sapphire. The waterproof Oyster case provides optimum protection for the Yacht-Master's high-precision movement.

PERPETUAL CALIBRE 3135

The Yacht-Master 40 is equipped with calibre 3135, a self-winding mechanical movement entirely developed and manufactured by Rolex. Its architecture, manufacturing quality and innovative features make it singularly precise and reliable. The oscillator, the true heart of the watch, has a blue Parachrom hairspring patented and manufactured by Rolex in an exclusive alloy. Insensitive to magnetic fields, the Parachrom hairspring offers great stability in the face of temperature variations and remains up to 10 times more precise than a traditional hairspring in case of shocks. It is equipped with a Rolex overcoil, ensuring its regularity in any position. Calibre 3135 is equipped with a self-winding module via a Perpetual rotor and offers a power reserve of approximately 48 hours.

SOLID-LINK BRACELET AND SAFETY CLASP

The Yacht-Master is fitted on a solid-link Oyster bracelet in 904L steel and 18 ct Everose gold with an Oysterlock safety clasp that prevents accidental opening. It features the ingenious Rolex-patented Easylink rapid extension system that allows the wearer to easily increase the bracelet length by approximately 5 mm, for additional comfort in any circumstance.



SUPERLATIVE CHRONOMETER CERTIFICATION

The Yacht-Master is covered by the Superlative Chronometer certification redefined by Rolex in 2015. This exclusive designation testifies that the watch has successfully undergone a series of tests conducted by Rolex in its own laboratories according to its own criteria, which exceed watchmaking norms and standards. The certification applies to the fully assembled watch, after casing the movement, guaranteeing superlative performance on the wrist in terms of precision, power reserve, waterproofness and self-winding. The precision of a Rolex Superlative Chronometer after casing is of the order of -2/+2 seconds per day, or more than twice that required of an official chronometer. The Superlative Chronometer status is symbolized by the green seal that comes with every Rolex watch and is coupled with an international five-year guarantee.



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Superlative Chronometer



YACHT-MASTER 40

REF. CASE 116621

REF. BRACELET 78801

OYSTER PERPETUAL YACHT-MASTER 40

CERTIFICATION: SUPERLATIVE CHRONOMETER*

CASE

Type

Oyster (monobloc middle case, screw-down case back and winding crown)

Diameter

40 mm

Material

Everose Rolesor (combination of 904L steel and 18 ct Everose gold), polished finish

Bezel

Bidirectional rotatable 60-minute graduated in 18 ct Everose gold Polished raised numerals and graduations

Case back

Screw-down with Rolex fluting

Winding crown

Screw-down Triplock triple waterproofness system

Crown guard

Integral part of the middle case

Crystal

Scratch-resistant sapphire Cyclops lens over the date with double anti-reflective coating

Waterproofness

100 metres (330 feet)

MOVEMENT

Calibre

3135. Manufacture Rolex Mechanical movement with bidirectional self-winding via Perpetual rotor

Precision

-2/+2 sec/day, after casing

Functions

Centre hour, minute and seconds hands Instantaneous date at 3 o'clock with rapid setting Stop-seconds for precise time setting

Frequency: 28,800 beats/hour (4 Hz)

Oscillator

Paramagnetic blue Parachrom hairspring Rolex overcoil Large balance wheel with variable inertia High-precision regulating via four gold Microstella nuts Traversing balance bridge

Jewelling

31 rubies

Power reserve

Approximately 48 hours

DIAL

Colour

Chocolate, sunray finish

Hour markers

Highly legible Chromalight appliques (long-lasting luminescence) in 18 ct pink gold

Hands

18 ct pink gold, Chromalight

BRACELET

Oyster, three-piece solid links

Material

Everose Rolesor (combination of 904L steel and 18 ct Everose gold), polished centre links, satin-finished outer links with polished edges

Clasp

Oysterlock folding safety clasp Easylink 5 mm comfort extension link



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EXPLORER



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OYSTER PERPETUAL

EXPLORER

Rolex is introducing the new Oyster Perpetual Explorer with an entirely luminescent display for enhanced legibility. The model's characteristic 3, 6 and 9 numerals are now filled with a luminescent material emitting a long-lasting blue glow, like the hour markers and hands. This exclusive Chromalight display offers exceptional legibility in any conditions. The hands are also broader and longer for enhanced visual comfort. The new Explorer carries the Superlative Chronometer certification redefined by Rolex in 2015, which ensures singular performance on the wrist.

SCALING NEW HEIGHTS

The Explorer is emblematic of the privileged relationship that has always bound Rolex and exploration. A pioneering spirit prompted Rolex, in the 1930s, to equip numerous Himalayan expeditions with watches. Their observations had a direct impact on the development of the Oyster and the quest for greater precision, robustness and reliability. On 29 May 1953, Sir Edmund Hillary and Tenzing Norgay were the first to reach Everest's 8,848-metre summit. This remarkable human adventure also served to reinforce the reputation of the Oyster watches that accompanied the expedition. The Oyster Perpetual Explorer, launched in 1953 in the wake of the successful ascent of the world's highest mountain, soon achieved iconic status.

THE OYSTER CASE. SYMBOL OF WATERPROOFNESS

The Explorer's Oyster case, guaranteed waterproof to a depth of 100 metres (330 feet), is a paragon of robustness. Its characteristically shaped middle case is crafted from a solid block of particularly corrosion-resistant 904L steel. The fluted case back is hermetically screwed down with a special tool that allows only Rolex watchmakers to access the movement. Fitted with the Twinlock double waterproofness system, the winding crown screws down securely against the case. The crystal is made of virtually scratchproof sapphire and the waterproof Oyster case provides optimum protection for the Explorer's high-precision movement.



PERPETUAL CALIBRE 3132

The Explorer is equipped with calibre 3132, a self-winding mechanical movement entirely developed and manufactured by Rolex. Its architecture, manufacturing quality and innovative features make it singularly precise and reliable. The oscillator, the true heart of the watch, has a blue Parachrom hairspring patented and manufactured by Rolex in an exclusive alloy. Insensitive to magnetic fields, the Parachrom hairspring offers great stability in the face of temperature variations and remains up to 10 times more precise than a traditional hairspring in case of shocks. It is equipped with a Rolex overcoil, ensuring its regularity in any position. The oscillator is held firmly in place by a height-adjustable traversing bridge and is fitted between high-performance Paraflex shock absorbers, developed and patented by Rolex, that provide 50 per cent greater resistance to shocks. Calibre 3132 is equipped with a self-winding module via a Perpetual rotor and offers a power reserve of approximately 48 hours.

SOLID-LINK BRACELET AND SAFETY CLASP

The Explorer is fitted on a solid-link Oyster bracelet in 904L steel with an Oysterlock safety clasp that prevents accidental opening. It features the ingenious Rolex-patented Easylink rapid extension system that allows the wearer to easily increase the bracelet length by approximately 5 mm, for additional comfort in any circumstance.

SUPERLATIVE CHRONOMETER CERTIFICATION

The Explorer is covered by the Superlative Chronometer certification redefined by Rolex in 2015. This exclusive designation testifies that the watch has successfully undergone a series of tests conducted by Rolex in its own laboratories according to its own criteria, which exceed watchmaking norms and standards. The certification applies to the fully assembled watch, after casing the movement, guaranteeing superlative performance on the wrist in terms of precision, power reserve, waterproofness and self-winding. The precision of a Rolex Superlative Chronometer after casing is of the order of -2/+2 seconds per day, or more than twice that required of an official chronometer. The Superlative Chronometer status is symbolized by the green seal that comes with every Rolex watch and is coupled with an international five-year guarantee.



Superlative Chronometer



EXPLORER

REF. CASE 214270

REF. BRACELET 77200

OYSTER PERPETUAL EXPLORER

CERTIFICATION: SUPERLATIVE CHRONOMETER*

CASE

Type

Oyster (monobloc middle case, screw-down case back and winding crown)

Diameter

39 mm

Material

904L steel, satin finish

Bezel

Smooth

Case back

Screw-down with Rolex fluting

Winding crown

Screw-down

Twinlock double waterproofness system

Crystal

Scratch-resistant sapphire

Waterproofness

100 metres (330 feet)

MOVEMENT

Calibre

3132. Manufacture Rolex Mechanical movement with bidirectional self-winding via Perpetual rotor

Precision

-2/+2 sec/day, after casing

Functions

Centre hour, minute and seconds hands Stop-seconds for precise time setting

Oscillator

Frequency: 28,800 beats/hour (4 Hz) Paramagnetic blue Parachrom hairspring Rolex overcoil

Large balance wheel with variable inertia High-precision regulating via four gold Microstella nuts Traversing balance bridge High-performance Paraflex shock absorbers

Jewelling

31 rubies

Power reserve

Approximately 48 hours

DIAL

Colour

Black, satin finish

Hour markers

Highly legible Chromalight 3, 6, 9 and appliques (long-lasting luminescence) in 18 ct white gold

Hands

18 ct white gold, Chromalight

BRACELET

Type

Oyster, three-piece solid links

Material

904L steel, satin finish, polished edges

Clasp

Oysterlock folding safety clasp Easylink 5 mm comfort extension link