



ROLEX

OYSTER PERPETUAL DAY-DATE 40

BASELWORLD 2015



— *Day-Date 40* —



Baselworld 2015  
*Day-Date*  
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## THE SUPERLATIVE CHRONOMETER

ROLEX IS INTRODUCING THE NEW GENERATION OF ITS MOST PRESTIGIOUS MODEL, THE OYSTER PERPETUAL DAY-DATE, FEATURING A MODERNIZED DESIGN WITH A 40 MM CASE AS WELL AS A NEW MECHANICAL MOVEMENT, CALIBRE 3255, WHICH SETS A NEW STANDARD FOR CHRONOMETRIC PERFORMANCE. THE NEW DAY-DATE REDEFINES THE STATUS OF SUPERLATIVE CHRONOMETER, ESTABLISHED BY ROLEX IN THE LATE 1950s, WITH CRITERIA FOR ACCURACY ON THE WRIST THAT ARE TWICE AS EXACTING AS THOSE FOR AN OFFICIALLY CERTIFIED CHRONOMETER.



— Day-Date 40 —

## A SYMBOL OF EXCELLENCE AND PRESTIGE

Aesthetically, the new Day-Date inherits the evolutions that have marked the history of this very charismatic watch: refined lugs and middle case, a broad and clear dial, as well as an exclusive return to the President bracelet that was created specially for the Day-Date in 1956 – now redesigned to be even more closely integrated into the Oyster case. The new Day-Date is presented in 950 platinum or 18 ct yellow, white or Everose gold versions, with a variety of elaborate new dials, veritable signatures of its renewal.

### **THE PRESIDENTS' WATCH**

A symbol of excellence and prestige, always exclusively in gold or in platinum, the Day-Date has always represented the summit of the Rolex art

of watchmaking. It was launched in 1956 and built on the three pillars of Rolex. The Day-Date was the first waterproof and self-winding chronometer wristwatch to offer a modern calendar with an instantaneous day display, spelt out in full in a window on the dial in addition to the date. The exceptional precision, reliability, legibility and presence of this prestigious model have made it the ultimate status watch. The Rolex Day-Date has been worn by more presidents, leaders and visionaries than any other watch. It is highly distinctive, in particular thanks to its emblematic President bracelet with an evocative name that, together with the eminent figures who have worn it, ensured the Day-Date became known as the “presidents’ watch”.



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## NEW-GENERATION PERPETUAL MOVEMENT

**CALIBRE 3255,  
A SUPERLATIVE CHRONOMETER**

The new Day-Date is equipped with a new-generation movement, calibre 3255, entirely developed and manufactured by Rolex for a superlative level of performance. Certified as a Swiss chronometer by COSC (Swiss Official Chronometer Testing Institute), it is tested a second time by Rolex after being cased to ensure that in everyday use it satisfies Rolex's criteria for precision, which are twice as exacting as those for an officially certified chronometer. This control of the final precision of the assembled watch is carried out using a methodology and high-technology equipment specially developed by Rolex.

This self-winding mechanical movement is at the forefront of the art 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, ease of use 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.

The oscillator, the true heart of the watch, has an optimized blue Parachrom hairspring. 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.

Thanks to a new barrel architecture and the escapement's superior efficiency, the power reserve of calibre 3255 extends to 70 hours.



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## EMBLEMATIC OF ROLEX EXPERTISE

### **EMBLEMATIC NEW DIALS**

In its new form, the Day-Date stands out with a range of elaborate new dials, a singular combination of high-technology and traditional know-how. Thin, laser-etched motifs are applied to a traditional sunray finish for a particularly sophisticated effect. New faceted and deconstructed Roman numeral hour markers, with individually hand-positioned elements, underscore the masculinity of this charismatic model.

Demonstrating Rolex's unique expertise in the art of dial making, these new watch faces are exclusive to the new Day-Date.

### **PRESTIGIOUS PRESIDENT BRACELET**

Designed specially for the Day-Date at its launch in 1956, the elegant and imposing President bracelet is inherent to the standing of the model. Immediately recognizable on a wrist, this solid gold or platinum bracelet with three semi-circular links provides complete reliability and comfort. It is now equipped with ceramic inserts inside the links, enhancing its suppleness and durability. A new concealed attachment beneath the bezel ensures seamless visual continuity between the bracelet and case. The new-generation concealed Crownclasp, opened with a hinged Rolex crown, is the final aesthetic and functional touch to this sumptuous bracelet.



## OYSTER PERPETUAL DAY-DATE 40

Reference (case – bracelet):  
228206 – 83416

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### CASE

#### TYPE

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

#### DIAMETER

40 mm

#### MATERIAL

950 platinum, 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, double anti-reflective coating

#### WATERPROOFNESS

100 metres (330 feet)



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### MOVEMENT

#### CALIBRE

3255, *Manufacture Rolex*  
Mechanical movement with bidirectional self-winding via Perpetual rotor

#### PRECISION

Superlative Chronometer:  
official COSC certificate + Rolex chronometer tests

#### FUNCTIONS

Centre hour, minute and seconds hands  
Instantaneous day and date in apertures, unrestricted rapid-setting  
Stop-seconds for precise time setting

#### OSCILLATOR

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

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### DIAL

#### COLOUR

Ice blue, diagonal motif on sunray finish

#### HOUR MARKERS

18 ct white gold appliques, Chromalight

#### HANDS

18 ct white gold, Chromalight

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### BRACELET

#### TYPE

President, three-piece solid links

#### MATERIAL

950 platinum, polished centre links, satin-finished outer links with polished edges, ceramic inserts

#### CLASP

Concealed folding Crownclasp

## OYSTER PERPETUAL DAY-DATE 40

Reference (case – bracelet):  
228235 – 83415

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### CASE

#### TYPE

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

#### DIAMETER

40 mm

#### MATERIAL

18 ct Everose 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, double anti-reflective coating

#### WATERPROOFNESS

100 metres (330 feet)



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### MOVEMENT

#### CALIBRE

3255, *Manufacture Rolex*  
Mechanical movement with bidirectional self-winding via Perpetual rotor

#### PRECISION

Superlative Chronometer:  
official COSC certificate + Rolex chronometer tests

#### FUNCTIONS

Centre hour, minute and seconds hands  
Instantaneous day and date in apertures, unrestricted rapid-setting  
Stop-seconds for precise time setting

#### OSCILLATOR

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

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### DIAL

#### COLOUR

Sundust, stripe motif on sunray finish

#### HOURLY MARKERS

18 ct pink gold appliques, Chromalight

#### HANDS

18 ct pink gold, Chromalight

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### BRACELET

#### TYPE

President, three-piece solid links

#### MATERIAL

18 ct Everose gold, polished centre links, satin-finished outer links with polished edges, ceramic inserts

#### CLASP

Concealed folding Crownclasp



## OYSTER PERPETUAL DAY-DATE 40

Reference (case – bracelet):  
228238 – 83418

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### CASE

#### TYPE

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

#### DIAMETER

40 mm

#### MATERIAL

18 ct yellow gold, polished finish

#### BEZEL

Fluted

#### CASE BACK

Screw-down with Rolex fluting

#### WINDING CROWN

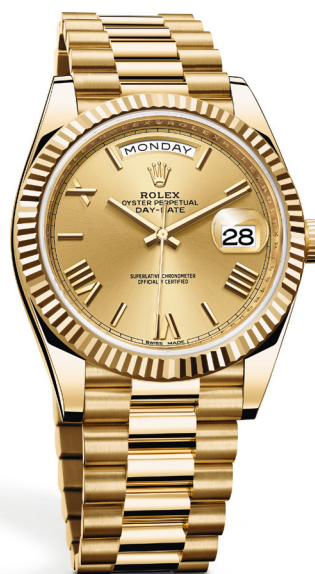
Screw-down, Twinlock double waterproofness system

#### CRYSTAL

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

#### WATERPROOFNESS

100 metres (330 feet)



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### MOVEMENT

#### CALIBRE

3255, *Manufacture Rolex*  
Mechanical movement with bidirectional self-winding via Perpetual rotor

#### PRECISION

Superlative Chronometer:  
official COSC certificate + Rolex chronometer tests

#### FUNCTIONS

Centre hour, minute and seconds hands  
Instantaneous day and date in apertures, unrestricted rapid-setting  
Stop-seconds for precise time setting

#### OSCILLATOR

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

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### DIAL

#### COLOUR

Champagne, sunray finish

#### HOURL MARKERS

Bevelled deconstructed Roman numerals in 18 ct yellow gold

#### HANDS

18 ct yellow gold

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### BRACELET

#### TYPE

President, three-piece solid links

#### MATERIAL

18 ct yellow gold, polished centre links, satin-finished outer links with polished edges, ceramic inserts

#### CLASP

Concealed folding Crownclasp

## OYSTER PERPETUAL DAY-DATE 40

Reference (case – bracelet):  
228239 – 83419

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### CASE

#### TYPE

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

#### DIAMETER

40 mm

#### MATERIAL

18 ct white 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, double anti-reflective coating

#### WATERPROOFNESS

100 metres (330 feet)



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### MOVEMENT

#### CALIBRE

3255, *Manufacture Rolex*  
Mechanical movement with bidirectional self-winding via Perpetual rotor

#### PRECISION

Superlative Chronometer:  
official COSC certificate + Rolex chronometer tests

#### FUNCTIONS

Centre hour, minute and seconds hands  
Instantaneous day and date in apertures,  
unrestricted rapid-setting  
Stop-seconds for precise time setting

#### OSCILLATOR

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

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### DIAL

#### COLOUR

Silver, quadrant motif on sunray finish

#### HOURL MARKERS

Bevelled deconstructed Roman numerals  
in 18 ct white gold

#### HANDS

18 ct white gold

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### BRACELET

#### TYPE

President, three-piece solid links

#### MATERIAL

18 ct white gold, polished centre links, satin-finished outer links with polished edges, ceramic inserts

#### CLASP

Concealed folding Crownclasp

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