

BASELWORLD2013




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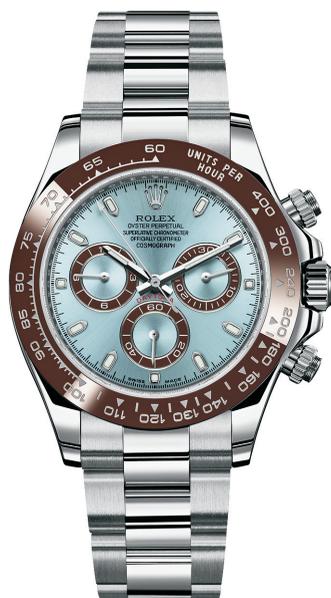
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LADY-DATEJUST
PEARLMASTER

BASELWORLD 2013 Discover the new watches

OYSTER PERPETUAL
COSMOGRAPH DAYTONA



▼
116506

CASE

Diameter
40 mm

Material
950 platinum

Bezel
Chestnut brown monobloc
CERACHROM in ceramic with
engraved numerals and graduations

Waterproofness
100 metres (330 feet)

MOVEMENT

Functions
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
Small seconds hand at 6 o'clock

Oscillator
Paramagnetic blue
PARACHROM hairspring

Winding
Bidirectional self-winding via
PERPETUAL rotor

DIAL

Ice blue
Chestnut brown lacquer counters

Hour markers and hands
Highly legible CHROMALIGHT
appliques and hands (long-lasting
luminescence)

BRACELET

Type
OYSTER, three-piece solid links

Material
950 platinum

Clasp
Folding OYSTERLOCK safety clasp
EASYLINK 5 mm comfort
extension link



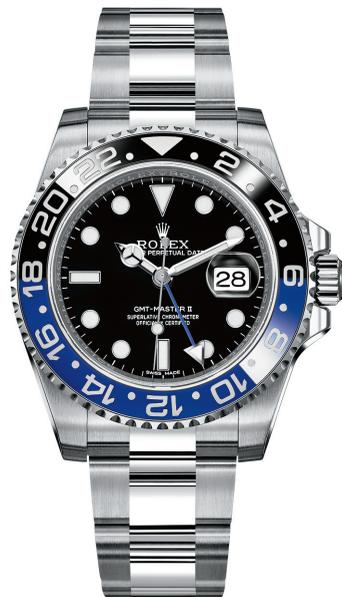
When Paul Newman and his team achieved the GTS-1 class victory at the Rolex 24 At Daytona in 1995, the watch he was awarded at the end of the race was a Rolex Oyster Perpetual COSMOGRAPH DAYTONA chronograph. An appropriate trophy for a man who had worn this legendary Oyster model since he developed a passion for motor racing in the early 1970s. The COSMOGRAPH DAYTONA accompanied him throughout his dual career as an actor and racing driver, becoming as durably associated with his name as with the Daytona race track.

At BASELWORLD 2013, Rolex is introducing a new prestigious version of the Oyster Perpetual COSMOGRAPH DAYTONA, the emblematic model launched in 1963, exactly 50 years ago this year. This legendary chronograph is proposed, for the first time, entirely in 950 platinum, the noblest of precious metals. It is equipped with a chestnut brown monobloc CERACHROM bezel in ceramic and an ice blue dial.

CERACHROM BEZEL FOR MEASURING SPEED

A key part of the COSMOGRAPH DAYTONA's identity is its CERACHROM ceramic bezel with a tachymetric scale, making the watch the ideal instrument to measure average speeds of up to 400 miles or kilometres per hour. The numerals and graduations are perfectly legible thanks to the deposition of a thin layer of platinum via a PVD (Physical Vapour Deposition) process.

OYSTER PERPETUAL
GMT-MASTER II



▼
116710 BLNR

CASE

Diameter
40 mm

Material
904L stainless steel superalloy

Bezel
Bidirectional rotatable 24-hour graduated bezel
Two-colour blue and black CERACHROM insert in ceramic, engraved numerals and graduations

Waterproofness
100 metres (330 feet)

MOVEMENT

Functions
24-hour display via additional hand
Second time zone with independent rapid-setting of the hour hand
Instantaneous date at 3 o'clock

Oscillator
Paramagnetic blue PARACHROM hairspring

Winding
Bidirectional self-winding via PERPETUAL rotor

DIAL

Black lacquer

Hour markers and hands
Highly legible CHROMALIGHT appliques and hands (long-lasting luminescence)

BRACELET

Type
OYSTER, three-piece solid links

Material
904L stainless steel superalloy

Clasp
Folding OYSTERLOCK safety clasp
EASYLINK 5 mm comfort extension link



When Pan American World Airways made its first non-stop intercontinental flight between New York and Moscow in 1959, the watch used by the crew for navigation was a Rolex Oyster Perpetual GMT-MASTER chronometer. The GMT-MASTER, which provided a perfectly legible reading of the time in two different time zones simultaneously, would become the official watch of Pan Am, one of the most emblematic airlines of the Golden Age of civil aviation. And it would be recognized by pilots as an essential tool in the cockpit.

At BASELWORLD 2013, Rolex is introducing a new version of the Oyster Perpetual GMT-MASTER II in 904L steel, with a rotatable bezel featuring for the first time a two-colour ceramic CERACHROM bezel insert in blue and black representing day and night.

EXCLUSIVE TWO-COLOUR CERACHROM BEZEL

A technological and aesthetic feat, the new CERACHROM bezel insert is obtained by a unique process developed and patented by Rolex which allows this ceramic component with two distinct colours to be produced as a single piece. It echoes the traditional two-colour bezel of the original GMT-MASTER and GMT-MASTER II models. The CERACHROM insert, introduced in 2005, has the advantage of being virtually scratchproof, highly corrosion resistant, and its colour is unaffected by ultraviolet rays. Its diamond-polished surface presents an exceptional lustre. The engraved 24-hour graduations are coated with a thin layer of platinum via a PVD (Physical Vapour Deposition) process.



▼
116680

CASE

Diameter
44 mm

Material
904L stainless steel superalloy

Bezel
Bidirectional rotatable
RING COMMAND bezel
Blue CERACHROM insert in ceramic,
engraved numerals and inscription

Waterproofness
100 metres (330 feet)

MOVEMENT

Functions
Programmable regatta countdown
with mechanical memory,
retrograde minute hand,
on-the-fly synchronization of the
countdown seconds and
minute hands

Oscillator
Paramagnetic blue
PARACHROM hairspring

Winding
Bidirectional self-winding via
PERPETUAL rotor

DIAL

Matt white lacquer
Blue lacquer small seconds counter

Hour markers and hands
Highly legible CHROMALIGHT
appliques and hands (long-lasting
luminescence)

BRACELET

Type
OYSTER, three-piece solid links

Material
904L stainless steel superalloy

Clasp
Folding OYSTERLOCK safety clasp
EASYLINK 5 mm comfort
extension link



As they move to the line for the start of the legendary Rolex Fastnet Race off the southern coast of England in August 2013, skippers will be able to trust the pioneering mechanical countdown of their Rolex Oyster Perpetual YACHT-MASTER II regatta chronograph in order to cross the line as soon as possible after the starting gun. This chronometer-certified professional regatta chronograph is a marriage of state-of-the-art technology and time-honoured tradition – like the regatta yachts themselves.

At BASELWORLD 2013, Rolex is introducing a new version of the Oyster Perpetual YACHT-MASTER II. Rolex's revolutionary regatta chronograph, launched in 2007, is available for the first time in 904L steel, fitted with a CERACHROM bezel insert in blue ceramic. A high-performance timekeeping instrument, designed for professional skippers as well as yachting enthusiasts, the new YACHT-MASTER II is a pure example of Rolex expertise in terms of precision, functions and reliability.

PROGRAMMABLE COUNTDOWN AND RING COMMAND BEZEL

The YACHT-MASTER II features an exclusive function developed by Rolex: a countdown which can be programmed from 1 to 10 minutes and incorporates a mechanical memory, allowing it to be reset to the same countdown duration. Once launched, it can also be synchronized on the fly, enabling it to be adjusted to match the official regatta countdown. The countdown function responds ideally to the need for precise timing during the crucial starting sequence of a regatta. Although technically complex, it is essentially very simple to use: the countdown programming is accessed via the rotatable RING COMMAND bezel, an innovative interface between bezel and movement developed by Rolex.

OYSTER PERPETUAL
DAY-DATE



118138



118138

CASE

Diameter
36 mm

Material
18 ct yellow gold

Bezel
Fluted

Waterproofness
100 metres (330 feet)

MOVEMENT

Function
Instantaneous day and date in
apertures, rapid setting

Oscillator
Paramagnetic blue
PARACHROM hairspring

Winding
Bidirectional self-winding via
PERPETUAL rotor

DIAL

Green or cognac, sunray finish

Hour markers
18 ct yellow gold appliques with
phosphorescent material

STRAP

Material
Green or cognac alligator leather

Clasp
Adjustable folding CROWNCLASP
in 18 ct yellow gold



When golf legend Arnold Palmer, known in golfing circles as the "King", received the PGA Tour Lifetime Achievement Award in 1998 in recognition of his exceptional career, he was wearing a Rolex Oyster Perpetual DAY-DATE chronometer in 18 ct yellow gold. The watch he has worn for more than 40 successful years in top-level golf. And which reflects his classic elegance and timeless style.

At BASELWORLD 2013, Rolex is introducing a new version in 18 ct yellow, white or EVEROSE gold of the Oyster Perpetual DAY-DATE with luxurious colourful leather straps and matching dials. A symbol of excellence and prestige, always exclusively in gold or in platinum, the DAY-DATE was the first chronometer wristwatch to indicate the date and the day of the week spelt out in full on the dial when it was launched in 1956. Its elegance is now expressed in a more informal manner.

COGNAC, CHERRY, CHOCOLATE, GREEN AND BLUE

The new colours of the dials and the matching straps vary according to the gold of the watch case: green or cognac for the 18 ct yellow gold versions; blue or cherry for 18 ct white gold models; and chocolate, or a more classic rhodium dial with a black strap, for cases in 18 ct EVEROSE gold.

OYSTER PERPETUAL
DAY-DATE



118139



118139

CASE

Diameter
36 mm

Material
18 ct white or EVEROSE gold

Bezel
Fluted

Waterproofness
100 metres (330 feet)

MOVEMENT

Function
Instantaneous day and date in
apertures, rapid setting

Oscillator
Paramagnetic blue
PARACHROM hairspring

Winding
Bidirectional self-winding via
PERPETUAL rotor

DIAL

Blue, cherry, chocolate or rhodium,
sunray finish

Hour markers
18 ct white or pink gold appliques
with phosphorescent material

STRAP

Material
Blue, bordeaux, brown or black
alligator leather

Clasp
Adjustable folding CROWNCLASP
in 18 ct white or EVEROSE gold



118135



118135

OYSTER PERPETUAL
DAY-DATE "SERTIE"



118395 BR



118399 BR

CASE

Diameter
36 mm

Material
18 ct EVEROSE or white gold

Bezel
18 ct white gold, set with
60 baguette-cut diamonds

Waterproofness
100 metres (330 feet)

MOVEMENT

Function
Instantaneous day and date in
apertures, rapid setting

Oscillator
Paramagnetic blue
PARACHROM hairspring

Winding
Bidirectional self-winding via
PERPETUAL rotor

DIAL

Carousel of pink or white
mother-of-pearl, 18 ct white gold
set with 217 diamonds

BRACELET

Material
18 ct EVEROSE or white gold

Clasp
Concealed folding CROWNCLASP



At BASELWORLD 2013, Rolex is honouring the art of dial making and traditional gem setting with a selection of seven Oyster Perpetual DAY-DATE models in gold graced with diamonds, mother-of-pearl and fine coloured gemstones.

Each of these new DAY-DATE models has a distinctive, sophisticated, rich dial, conceived and produced in-house by Rolex dial makers. All the bezels are set with baguette-cut diamonds.

MOTHER-OF-PEARL, GOLD AND DIAMONDS

Using exclusive techniques and a subtle juxtaposition of materials, two new creations emphasize the natural beauty of mother-of-pearl. The mother-of-pearl carousel dial features an openwork design hour ring in 18 ct white gold set with 217 diamonds and delicately inlaid with pink or white mother-of-pearl, engraved with a floral motif. Inspired by the famous English fabric, the oxford dial presents a basket-weave motif engraved on either white mother-of-pearl or on an enigmatic mother-of-pearl with platinum reflections obtained via a special process developed by Rolex. These two creations with diamond-set hour markers and bezels are offered on the DAY-DATE in 18 ct EVEROSE or white gold.

FASCINATING GEMSTONE DIALS

Rolex is introducing new versions of fine gemstone dials enhanced by the brilliance of diamond-set hour markers: lapis lazuli on the 18 ct white gold model, bull's eye on the 18 ct yellow gold model and ferrite on the 18 ct EVEROSE gold model, with diamond-set bezels.

OYSTER PERPETUAL
LADY-DATEJUST PEARLMASTER



80285



80285

CASE

Diameter
29 mm

Material
18 ct EVEROSE gold

Bezel
18 ct white gold set with
34 brilliant-cut diamonds

Waterproofness
100 metres (330 feet)

MOVEMENT

Function
Instantaneous date at 3 o'clock
with rapid setting

Winding
Bidirectional self-winding via
PERPETUAL rotor

DIAL

White or black mother-of-pearl
with a pink-gold colour lotus
flower motif

Hour markers
Roman numerals in 18 ct pink gold
Large VI in 18 ct pink gold set
with 11 diamonds

BRACELET

Type
PEARLMASTER,
five-piece solid links

Material
Centre and outer links in
18 ct EVEROSE gold, intermediate
links in 18 ct white gold set
with 226 brilliant-cut diamonds
or in 18 ct EVEROSE gold,
polished finish

Clasp
Concealed folding CROWNCLASP



On that evening in Salzburg in 2006 when mezzo-soprano Cecilia Bartoli sang *Exsultate, Jubilate* at the gala concert celebrating the 250th anniversary of Mozart's birth, she was wearing her diamond-set Rolex Oyster Perpetual LADY-DATEJUST PEARLMASTER chronometer. A magnificent gem as elegant and refined as a great musical composition.

At BASELWORLD 2013, Rolex is introducing a new version of the Oyster Perpetual LADY-DATEJUST PEARLMASTER that combines the most precious materials with a splendid gem setting. The case and bracelet in 18 ct EVEROSE gold, created by Rolex in its own foundry, are graced with a bezel and bracelet links in 18 ct white gold exquisitely set with sparkling diamonds. The dial of this sumptuous watchmaking gem is adorned with black or white mother-of-pearl and features a lotus flower motif in a pink-gold tone.

ENCHANTING BRACELET

With its soft lines and solid links in 18 ct gold, the PEARLMASTER bracelet gives the watch a highly individual character and offers the wearer maximum comfort. It is equipped with a concealed CROWNCLASP that is both elegant and functional. The intermediate links on one version of the bracelet are in 18 ct white gold sublimely set with diamonds of the highest quality. A subtle echo of the bezel, this magnificent gem setting provides the finishing touch to an authentic and very feminine bijou of watchmaking.

Trademarks:



ROLEX, , OYSTER, AIR-KING, CERACHROM, CHROMALIGHT, COSMOGRAPH, CROWNCLASP, DATEJUST, DAY-DATE, DAYTONA, EASYLINK, EVEROSE, EXPLORER, GMT-MASTER, GOLDUST, JUBILEE, MILGAUSS, OYSTERCLASP, OYSTERLOCK, PARACHROM, PARAFLEX, PEARLMASTER, PERPETUAL, PRESIDENT, RINGLOCK, ROLESIMUM, ROLESOR, ROLEX DEEPSEA, ROLEX GLIDELock, SAROS, SEA-DWELLER, SKY-DWELLER, SUBMARINER, TRIDOR, TRIPLOCK, TURN-O-GRAPH, TWINLOCK, YACHT-MASTER, YACHT-MASTER REGATTA.

All models described in this catalogue as being made of gold are in 18 ct (750) gold.
Rolex reserves the right to modify the models illustrated in the present catalogue at any time.

