

BASELWORLD2013



  
ROLEX

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**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.



OYSTER PERPETUAL  
YACHT-MASTER II



▼  
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"

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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.



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.

