

BASELWORLD2017



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NEW ROLEX WATCHES

BASELWORLD2017

Rolex is introducing the latest creations in its Oyster and Cellini collections. Like all Rolex timepieces, the new watches are covered by Rolex's own Superlative Chronometer certification – symbolized by the green seal – guaranteeing that they satisfy performance criteria which exceed watchmaking norms and standards in terms of precision, power reserve, waterproofness and self-winding. The certification is coupled with an international five-year guarantee.

NEW ROLEX WATCHES

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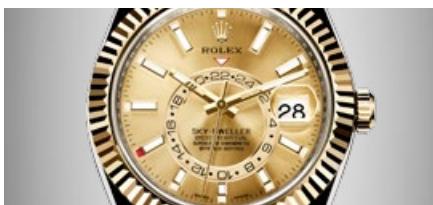
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OYSTER PERPETUAL

SEA-DWELLER

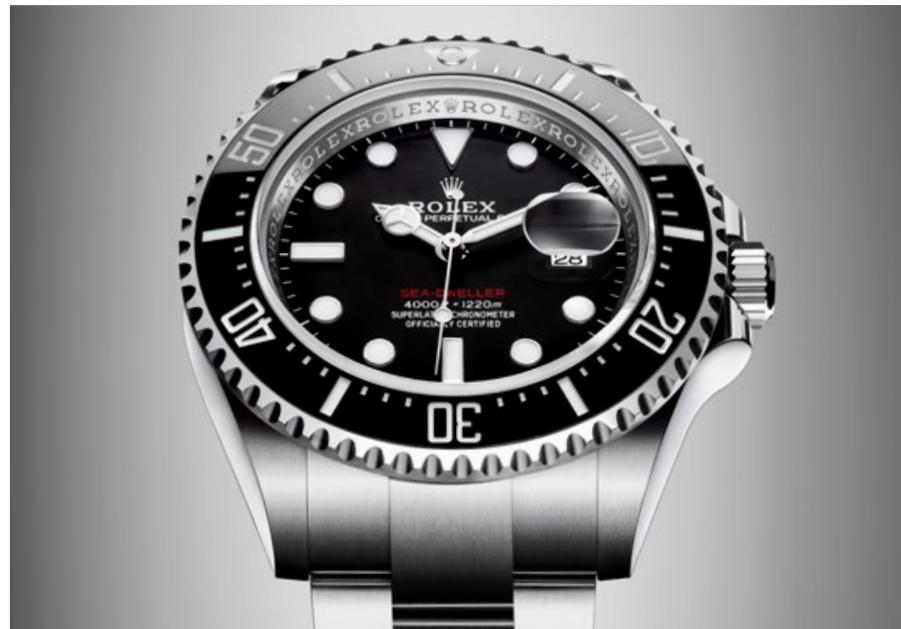




THE WATCH THAT CONQUERED THE DEEP

Rolex is introducing the latest generation of its Oyster Perpetual Sea-Dweller, a legend among professional divers' watches created 50 years ago in 1967.

The new Sea-Dweller features a larger, 43 mm case and the new calibre 3235 movement, at the forefront of watchmaking technology and employed for the first time in a Rolex Professional category watch. To enhance the reading of the date, it is equipped, also for the first time, with a Cyclops lens on the crystal at 3 o'clock. The dial bears the name Sea-Dweller in red, a reference to the first model.



NEW FEATURES

*43 mm diameter
Cyclops lens over the date
Model name in red
Calibre 3235*

MASTERING PRESSURE

A technical divers' watch, waterproof today to a depth of 1,220 metres (4,000 feet), the Oyster Perpetual Sea-Dweller was originally designed for the pioneers of professional deep-sea diving. It is equipped with one of the inventions that contributed to its stature: the helium escape valve, patented by Rolex in 1967. While preserving the waterproofness of the watch, this ingenious safety valve regulates the pressure accumulated in the case during the decompression phases of deep-water saturation dives.

Cerachrom bezel



Dial with Chromalight display



Sapphire crystal with Cyclops lens

**CERAMIC BEZEL AND
LUMINESCENT DISPLAY**

The 60-minute graduated, unidirectional rotatable bezel of the new Sea-Dweller enables divers to precisely and safely monitor their dive and decompression times. It is equipped with a patented black Cerachrom bezel insert manufactured by Rolex in a virtually scratchproof ceramic whose colour is unaffected by ultraviolet rays. The graduation is coated via PVD (Physical Vapour Deposition) with a thin layer of platinum. The sleek black dial features large Chromalight hour markers and hands, filled with luminescent material that emits a long-lasting blue glow for excellent legibility in dark conditions.





OYSTER PERPETUAL
SEA-DWELLER

126600
Superlative Chronometer certification*

CASE

Diameter

43 mm

Material

904L steel, satin and polished finish

Safety

Helium escape valve

Bezel

Unidirectional rotatable 60-minute graduated bezel with Cerachrom insert in black ceramic

Waterproofness

1,220 metres (4,000 feet)

MOVEMENT

Mechanical movement with bidirectional self-winding via Perpetual rotor

Precision

-2/+2 sec/day, after casing

Functions

Instantaneous date at 3 o'clock with rapid setting

Oscillator

Paramagnetic blue Parachrom hairspring
Paraflex shock absorbers

Escapement

Chronergy with optimized energy efficiency

Power reserve

Approximately 70 hours

DIAL

Colour

Black, gloss finish

Hour markers

Highly legible Chromalight appliques in 18 ct white gold

Hands

18 ct white gold, Chromalight

BRACELET

Type

Oyster, solid links

Material

904L steel

Clasp

Oysterlock folding safety clasp
Rolex Glidelock extension system (20 mm in increments of 2 mm)
Fliplock extension link (26 mm)

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OYSTER PERPETUAL

YACHT-MASTER II





THE SKIPPERS' WATCH

The new Oyster Perpetual Yacht-Master II is equipped with a new dial, and new hands that are characteristic of Rolex Professional models, enhancing legibility and sharpening the aesthetic appeal of this unique regatta chronograph dedicated to both yachting enthusiasts and experienced sailors.

The dial now features a triangular hour marker at 12 o'clock and a rectangular hour marker at 6 o'clock for



N E W F E A T U R E S

*Professional-style hands
Triangular hour marker
at 12 o'clock
and rectangular hour marker
at 6 o'clock*

more intuitive reading of the watch. A luminescent disc on the hour hand clearly distinguishes it from the minute hand. This configuration is available for all Yacht-Master II models in 904L steel, the Everose Rolesor version (combining 904L steel and 18 ct Everose gold), in 18 ct yellow gold and in 18 ct white gold.

Activated Ring Command bezel



Programmable countdown



**EXCLUSIVE PROGRAMMABLE
COUNTDOWN WITH
MECHANICAL MEMORY**

The Yacht-Master II, a Professional regatta watch created in 2007, features an exclusive function developed by Rolex: a programmable countdown with a mechanical memory that can be synchronized on the fly. A function that 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, and locked, via the rotatable Ring Command bezel, an innovative interface between bezel and movement developed by Rolex.



OYSTER PERPETUAL
YACHT-MASTER II

116680
Superlative Chronometer certification*

CASE

Diameter

44 mm

Material

904L steel, satin and polished finish

Bezel

Bidirectional 90° rotatable
Ring Command bezel
Cerachrom insert in blue ceramic with
engraved numerals and inscription

Waterproofness

100 metres (330 feet)

MOVEMENT

Mechanical chronograph movement
with bidirectional self-winding
via Perpetual rotor

Precision

-2/+2 sec/day, after casing

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

Power reserve

Approximately 72 hours

DIAL

Colour

White lacquer, blue small seconds
counter

Hour markers

Highly legible Chromalight appliques
in 18 ct white gold

Hands

18 ct white gold, Chromalight

BRACELET

Type

Oyster, solid links

Material

904L steel

Clasp

Oysterlock folding safety clasp
Easylink 5 mm comfort extension link

BASELWORLD 2017

OYSTER PERPETUAL

COSMOGRAPH DAYTONA





A WATCH BORN TO RACE

Rolex is introducing three new versions of its Oyster Perpetual Cosmograph Daytona in 18 ct yellow, white or Everose gold. These versions are fitted on the innovative Oysterflex bracelet in elastomer reinforced with a metal blade, and are equipped with a monobloc Cerachrom bezel, 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.



NEW FEATURES

*18 ct gold case
Cerachrom bezel
Oysterflex bracelet*

**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", it 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

*Monobloc Cerachrom bezel
with tachymetric scale*



Dial with chronograph counters



400 units of distance – miles or kilometres – per hour. The monobloc Cerachrom bezel in high-tech ceramic offers a number of advantages: it is corrosion resistant, virtually scratchproof 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 18 ct gold or 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.



OYSTER PERPETUAL
COSMOGRAPH
DAYTONA

116518 LN
Superlative Chronometer certification*

CASE

Diameter
40 mm

Material
18 ct yellow gold,
polished and satin finish

Bezel
Monobloc Cerachrom in black ceramic
with engraved tachymetric scale

Waterproofness
100 metres (330 feet)

MOVEMENT

Mechanical chronograph movement
with bidirectional self-winding
via Perpetual rotor

Precision
-2/+2 sec/day, after casing

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

Oscillator
Paramagnetic blue Parachrom hairspring

Power reserve
Approximately 72 hours

DIAL

Colour
Champagne, sunray finish,
black snailed counters

Hour markers
Highly legible Chromalight appliques
in 18 ct yellow gold
with black PVD coating

Hands
18 ct yellow gold, Chromalight

BRACELET

Type
Oysterflex

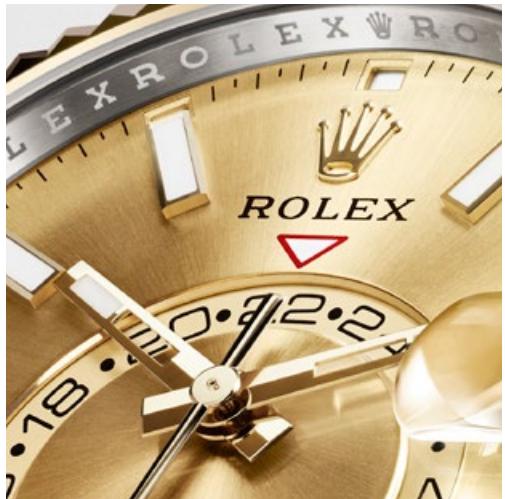
Material
Flexible metal blades overmoulded
with high-performance elastomer

Clasp
Oysterlock folding safety clasp
in 18 ct yellow gold
Easylink 5 mm comfort extension link

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OYSTER PERPETUAL

SKY-DWELLER





THE WATCH FOR WORLD TRAVELLERS

The Oyster Perpetual Sky-Dweller, Rolex's classic watch for world travellers, is introduced for the first time in a choice of yellow Rolesor or white Rolesor versions – combining 904L steel and 18 ct yellow or white gold.

The dials now feature rectangular index hour markers and longer hands, as well as a Chromalight display with long-lasting luminescence, which enhances legibility.

AN ABUNDANCE OF ROLEX INNOVATION

An elegant watch for world travellers, the Oyster Perpetual Sky-Dweller is a compelling timepiece of revolutionary design that blends to perfection technological sophistication and ease of use. A technological masterpiece protected by 11 patents, the Sky-Dweller provides, in an unprecedented and highly original way, the information global travellers need to easily keep track of time. It includes a dual time zone, with local time read via centre hands and a reference time display



NEW FEATURES

904L steel and 18 ct gold versions

New dials

Chromalight display

in a 24-hour format read via a rotating off-centre disc on the dial; a particularly innovative annual calendar named Saros – after the astronomical phenomenon of the same name – that requires only one date adjustment a year, when the month changes from February to March; and a month display by means of 12 apertures around the circumference of the dial. To set its functions quickly and easily, the Sky-Dweller is also equipped with an innovative, patented interface: the rotatable Ring Command bezel.

Ring Command bezel



Dial with dual time zone

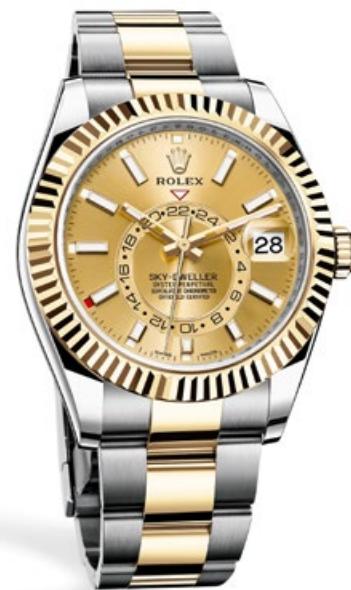


Sapphire crystal with Cyclops lens

**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 yellow Rolesor version of the Sky-Dweller, the bezel, the winding crown as well as the centre bracelet links are made of 18 ct yellow gold, while the middle case and the outer links of the bracelet are in 904L steel. On the white Rolesor version, the bezel is made of 18 ct white gold, while the crown, middle case and bracelet are in 904L steel.





OYSTER PERPETUAL
SKY-DWELLER

326933
Superlative Chronometer certification*

CASE

Diameter

42 mm

Material

Yellow Rolesor, polished finish

Bezel

Fluted, bidirectional rotatable Ring Command bezel for function setting

Waterproofness

100 metres (330 feet)

MOVEMENT

Mechanical movement with bidirectional self-winding via Perpetual rotor

Precision

-2/+2 sec/day, after casing

Functions

24-hour display on off-centre disc
Second time zone via independent rapid-setting of the hour hand
Instantaneous annual calendar at 3 o'clock with Saros system and unrestricted bidirectional rapid-setting of the date
Month display via 12 apertures around the circumference of the dial

Oscillator

Paramagnetic blue Parachrom hairspring
Paraflex shock absorbers

Power reserve

Approximately 72 hours

DIAL

Colour

Champagne, sunray finish

Hour markers

18 ct yellow gold appliques, Chromalight

Hands

18 ct yellow gold, Chromalight

BRACELET

Type

Oyster, solid links

Material

Yellow Rolesor

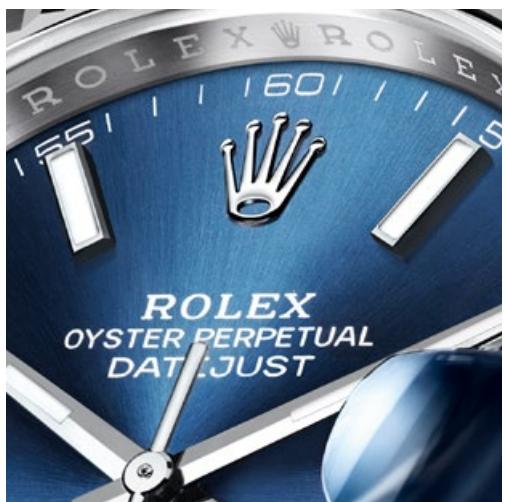
Clasp

Folding Oysterclasp
Easylink 5 mm comfort extension link

BASELWORLD 2017

OYSTER PERPETUAL

DATEJUST 41





A RCHETYPE OF THE CLASSIC WATCH

The new-generation classic Oyster Perpetual Datejust 41 model is now available in 904L steel, together with a white Rolesor version (a combination of 904L steel and 18 ct white gold) featuring an 18 ct white gold fluted bezel. A wide selection of dials is available for both versions.

Like the yellow Rolesor and Everose Rolesor versions introduced in 2016, the new Datejust 41 watches are equipped with a redesigned 41 mm case and the new Rolex calibre 3235 – a movement at the forefront of watchmaking technology with its 14 patents, the new Chronergy escapement and a power reserve of approximately 70 hours.



NEW FEATURES

*904L steel middle case
18 ct white gold bezel
Calibre 3235*

TIMELESS STYLE

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.

*18 ct white gold
fluted bezel*



*Dial
with date*



Sapphire crystal with Cyclops lens

**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 white Rolesor models, the middle case and bracelet are in 904L steel, while the fluted bezel is in 18 ct white gold.





OYSTER PERPETUAL
DATEJUST 41

126334
Superlative Chronometer certification*

CASE

Diameter

41 mm

Material

White Rolesor, polished finish

Bezel

Fluted

Waterproofness

100 metres (330 feet)

MOVEMENT

Mechanical movement with bidirectional self-winding via Perpetual rotor

Precision

-2/+2 sec/day, after casing

Functions

Instantaneous date at 3 o'clock with rapid setting

Oscillator

Paramagnetic blue Parachrom hairspring
Paraflex shock absorbers

Escapement

Chronergy with optimized energy efficiency

Power reserve

Approximately 70 hours

DIAL

Colour

Blue, sunray finish

Hour markers

18 ct white gold appliques,
Chromalight

Hands

18 ct white gold, Chromalight

BRACELET

Type

Oyster, solid links

Material

904L steel

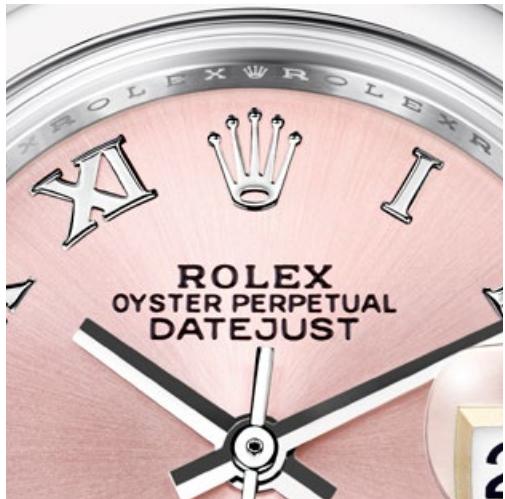
Clasp

Folding Oysterclasp
Easylink 5 mm comfort extension link

BASELWORLD 2017

OYSTER PERPETUAL

LADY-DATEJUST 28





PRESTIGE AND ELEGANCE

The 904L steel version of the classic Oyster Perpetual Lady-Datejust 28, as well as a white Rolesor version (combining 904L steel and an 18 ct white gold fluted or gem-set bezel) are both available with a wide choice of dials.



NEW FEATURES

*904L steel case
28 mm diameter
Calibre 2236*

As with the gold and the Rolesor versions introduced in 2015 and 2016, these new Lady-Datejust watches feature a redesigned, larger 28 mm case and a new-generation mechanical movement, calibre 2236, equipped with the Rolex-patented Syloxi hairspring in silicon.

904L steel domed bezel



*Dial with
18 ct white gold
Roman numerals*



Sapphire crystal with Cyclops lens

**THE TIMELESS CLASSIC FOR WOMEN**

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 to a smaller size perfectly suited to a lady's wrist.



OYSTER PERPETUAL
LADY-DATEJUST 28

279160
Superlative Chronometer certification*

CASE

Diameter

28 mm

Material

904L steel, polished finish

Bezel

Domed

Waterproofness

100 metres (330 feet)

MOVEMENT

Mechanical movement with bidirectional self-winding via Perpetual rotor

Precision

-2/+2 sec/day, after casing

Functions

Instantaneous date at 3 o'clock with rapid setting

Oscillator

Syloxi hairspring in silicon with patented geometry
Paraflex shock absorbers

Power reserve

Approximately 55 hours

DIAL

Colour

Pink, sunray finish

Hour markers

Roman numerals in 18 ct white gold

Hands

18 ct white gold

BRACELET

Type

Oyster, solid links

Material

904L steel

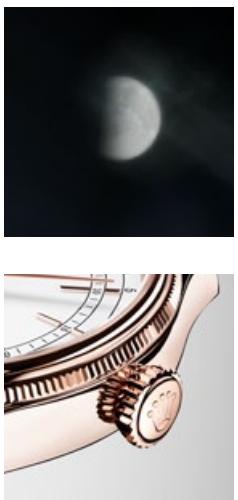
Clasp

Folding Oysterclasp
Easylink 5 mm comfort extension link

BASELWORLD 2017

CELLINI

MOONPHASE





Poetry in the Lunar Cycle

A new model in the Cellini collection, the Cellini Moonphase features an exclusive display of the phases of the moon. The 39 mm Cellini Moonphase is offered in 18 ct Everose gold.

The Cellini Moonphase has a white lacquer dial with a blue enamelled disc at 6 o'clock showing the full moon and the new moon, the former depicted by a meteorite applique and the latter by a silver ring. The moonphase is read via the indicator set at 12 o'clock on the subdial, as the full moon and new moon rotate through the lunar cycle.

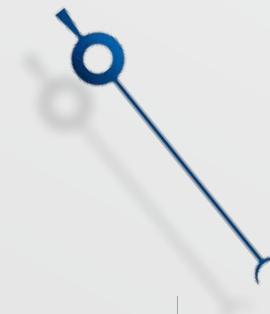


NEW FEATURES

*Moonphase
Date display via centre hand
Folding clasp*

The Cellini Moonphase also displays the date around the circumference of the dial, via a centre hand with a crescent moon at its tip. This new model is driven by a self-winding mechanical movement entirely manufactured by Rolex, whose patented moonphase module is astronomically accurate for 122 years. The Cellini Moonphase is fitted on a brown alligator leather strap with a folding Crownclasp in 18 ct Everose gold, a first for a Cellini model.

Moonphase disc



Date hand

**THE CLASSICAL WATCH BY ROLEX**

The Cellini collection celebrates the eternal elegance of traditional timepieces with a contemporary touch. It combines Rolex's high standards of perfection with an approach that heightens watchmaking heritage in its most timeless form. The lines are sober and refined, the materials noble and the finishings meticulous. Every detail respects the codes of the art of watchmaking.



CELLINI
MOONPHASE

50535
Superlative Chronometer certification*

CASE

Diameter

39 mm

Material

18 ct Everose gold, polished finish

Bezel

Double, domed and fluted

Waterproofness

50 metres (165 feet)

MOVEMENT

Self-winding mechanical movement

Precision

-2/+2 sec/day, after casing

Functions

Moonphase at 6 o'clock
Date display via centre hand

Oscillator

Paramagnetic blue Parachrom hairspring
Paraflex shock absorbers

Power reserve

Approximately 48 hours

DIAL

Colour

White lacquer
Blue moonphase disc, enamelled
Full moon in meteorite, rhodium-plated
Silver new moon and stars, pad printed

Hour markers

18 ct pink gold

Hands

18 ct pink gold

STRAP

Material
Brown alligator leather

Clasp

Adjustable folding Crownclasp
in 18 ct Everose gold



ROLEX