

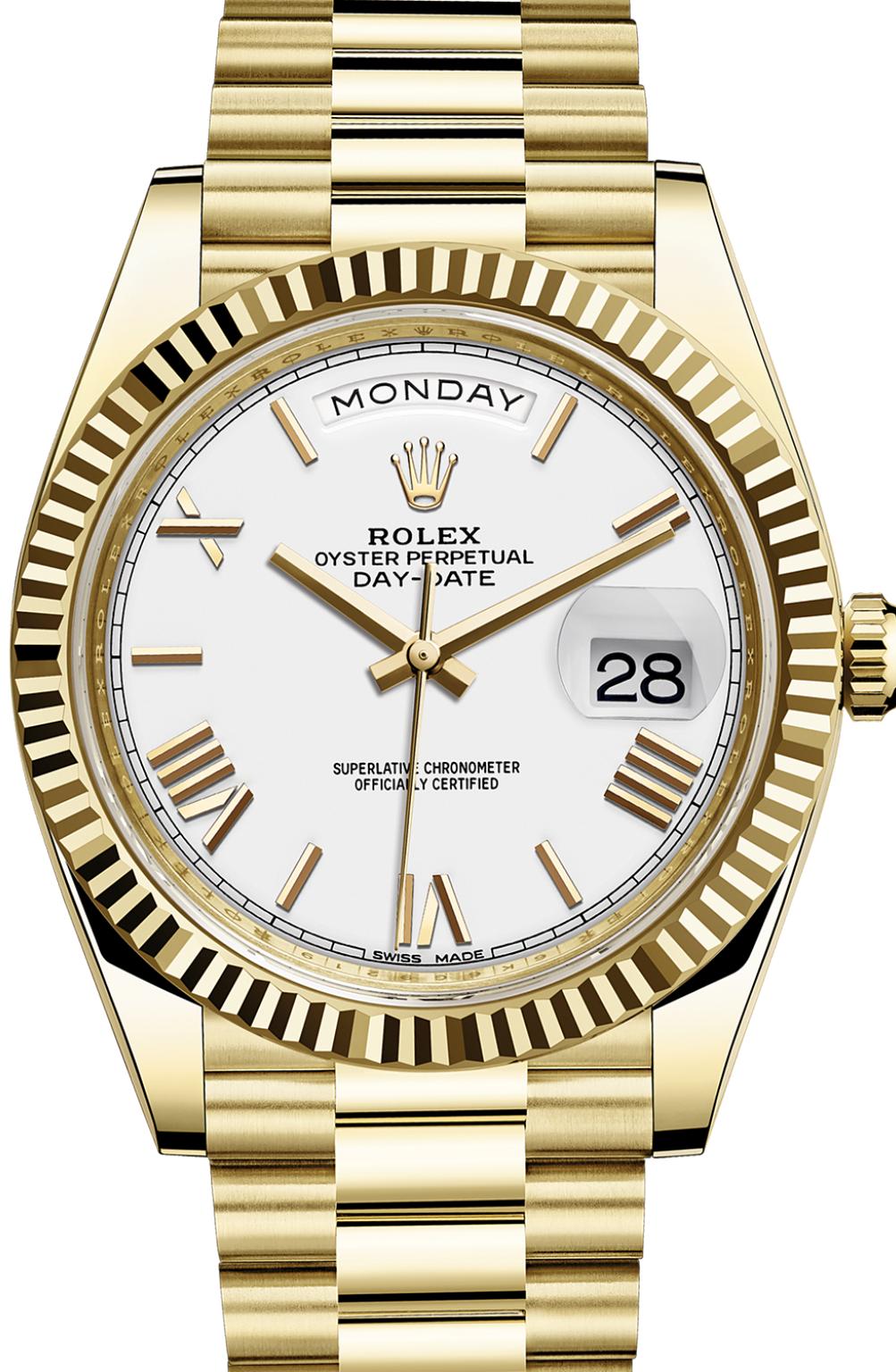
The Oyster Perpetual
DAY-DATE 40




ROLEX

Oyster, 40 mm, yellow gold
DAY-DATE 40

From its launch in 1956, the Day-Date was immediately recognized as the watch worn by influential people. The Day-Date was the first calendar wristwatch to display the day, as well as the date, in its entirety. Faithful to its noble origins, the Day-Date is made exclusively of gold or platinum, the most precious metals.



Reference

228238

MODEL CASE

MODEL CASE

Oyster, 40 mm, yellow gold

OYSTER ARCHITECTURE

Monobloc middle case, screw-down case back and winding crown

DIAMETER

40 mm

MATERIAL

18 ct yellow gold

BEZEL

Fluted

WINDING CROWN

Screw-down, Twinlock double waterproofness system

CRYSTAL

Scratch-resistant sapphire, Cyclops lens over the date

WATER-RESISTANCE

Waterproof to 100 metres / 330 feet

MOVEMENT

MOVEMENT

Perpetual, mechanical, self-winding

CALIBRE

3255, Manufacture Rolex

FUNCTIONS

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

OSCILLATOR

Paramagnetic blue Parachrom hairspring

ESCAPEMENT

Chronergy with optimized energy efficiency

WINDING

Bidirectional self-winding via Perpetual rotor

POWER RESERVE

Approximately 70 hours

PRECISION

-2/+2 sec/day, after casing

BRACELET

BRACELET

President, semi-circular three-piece links

BRACELET MATERIAL

18 ct yellow gold

CLASP

Concealed folding Crownclasp

DIAL

DIAL

White

CERTIFICATION

CERTIFICATION

Superlative Chronometer (COSC + Rolex certification after casing)



Style of the Day-Date 40

THE SUPERLATIVE CHRONOMETER

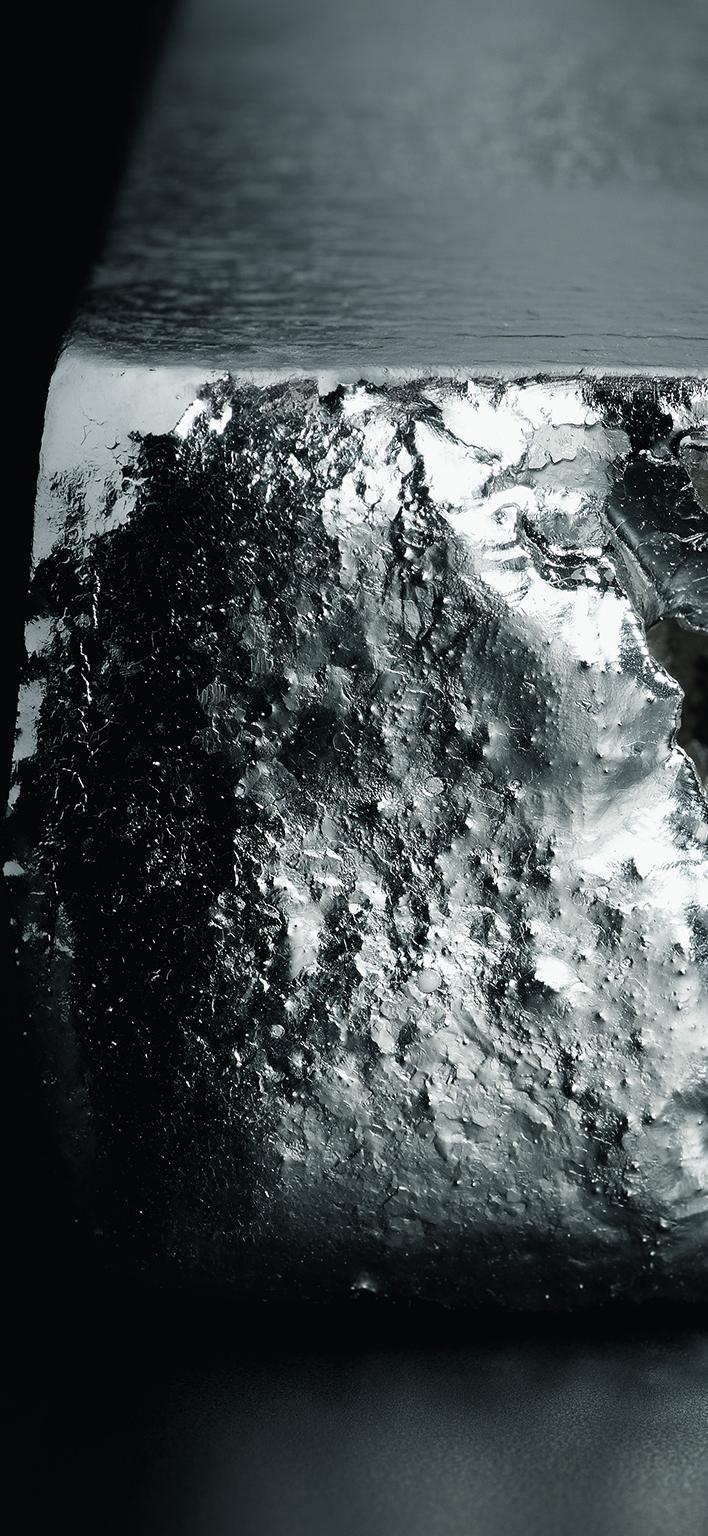
At Baselworld 2015, Rolex introduced the new generation of its most prestigious model, the Oyster Perpetual Day-Date, featuring a modernized design with a 40 mm case as well as a new mechanical movement, calibre 3255. The Day-Date 40 redefines the status of Superlative Chronometer, established by Rolex in the late 1950s, with criteria for accuracy on the wrist that are twice as exacting as those for an officially certified chronometer.



Style of the Day-Date 40

A SYMBOL OF EXCELLENCE AND PRESTIGE

Aesthetically, the Day-Date 40 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.



Style of the Day-Date 40
PRECIOUS METALS

The Day-Date has always embodied prestige and exclusivity. A hallmark of its nobility, the Day-Date's Oyster case is produced exclusively in 950 platinum or in 18 ct gold. The bezel can be fluted, smooth or, on the gem-set versions, arrayed in the most beautiful of precious stones.



Spirit of the Day-Date 40
THE PRESIDENTS' WATCH

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 has 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”.



Features

EMBLEMATIC DIALS

The Day-Date 40 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 watch faces are exclusive to the Day-Date 40.

Features

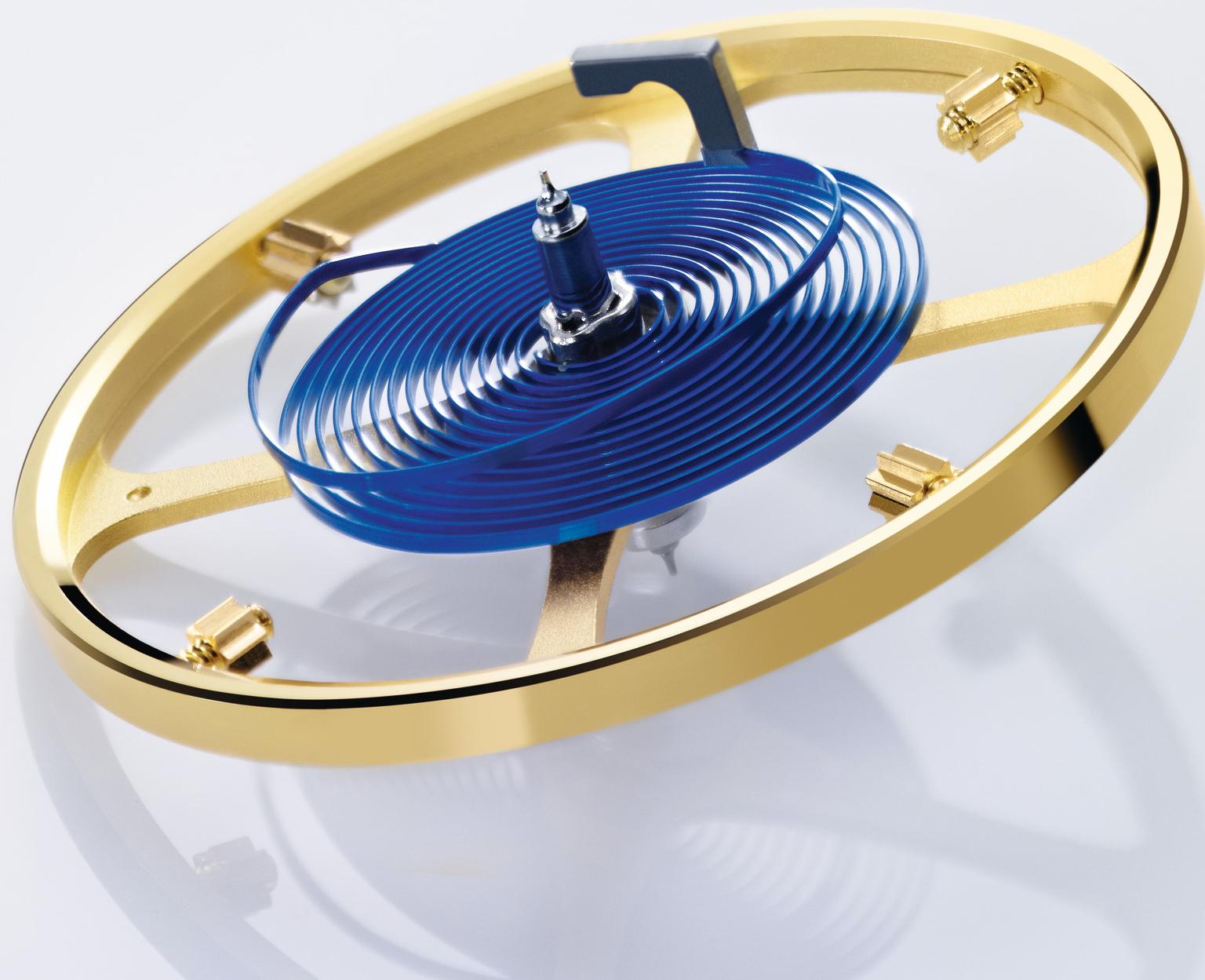
PRESTIGIOUS PRESIDENT BRACELET

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 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.







Features

NEW-GENERATION PERPETUAL MOVEMENT

The Day-Date 40 is equipped with a new-generation movement, calibre 3255, entirely developed and manufactured by Rolex for a superlative level of performance.

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.

Features

SUPERLATIVE CHRONOMETER

The green seal accompanying every Rolex watch is a symbol of its status as a Superlative Chronometer. This exclusive designation attests that it has successfully undergone a series of specific final controls by Rolex in its own laboratories according to its own criteria, in addition to the official COSC certification of its movement. This unique testing of the chronometric precision of the cased-up movement, as well as of the watch's waterproofness, self-winding and power reserve, pushes back the boundaries of performance and makes Rolex the benchmark for excellence in mechanical watches. The green seal is coupled with a five-year guarantee which applies to all Rolex models.

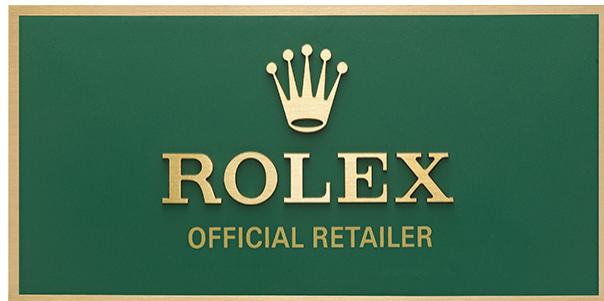




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