



xenon headlights with jet washers, part leather upholstery, auto wipers and lights and hill-start assist among many other assets. One optional extra I would definitely recommend is Ford superb driver assistance pack which, for just £550 extra, provides stop/start technology, lane alert and lane maintenance, road sign recognition, driver alert, auto high beam and blind spot alerts. Whether as a work or life tool, the C-Max makes an impressive case to be included in any manager's sales team fleet.

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# Putting the GREAT IN BRITAIN!

It's always a pleasure to blow the trumpet for unique British talent and now you can wear it loud and proud on your wrist – the GREAT British Watch.

Costing a cool £180,000 and 10 months of high calibre craftsmanship to make, you'll expect to pay big bonus money to own this piece of British heritage.

This unique watch comes from the Isle of Man handcraft timepiece specialist RW Smith Watches created by the master craftsman himself, Roger Smith.

He explained the philosophy behind creating this very special watch saying: "Firstly, it has been commissioned to celebrate the creativity, innovation and technology which make Britain GREAT. But, of equal importance, it represents what is possible today for British watch making".

Smith has made impassioned comments about the potential for British watch making. In particular, he stressed the need to embrace the opportunity to develop a true British industry, with a heart in mechanical timekeepers designed and built in Britain, rather than one devoted to case making and adorning imported movements.

The GREAT Britain Watch represents the pinnacle of British watch making potential in 2014 and is the product of not just Smith's mastery of the Daniels Method but his own evolution of Daniels' iconic co-axial escapement.

The watch features a unique, one of a kind mechanism with Smith's very latest exploration of his single wheel co-axial. By radically lightening the escape wheel, by 23% the performance of the escapement has been improved with a faster acceleration and less abrupt deceleration.

Comprising thirty-four individual parts to describe the Union flag, the GREAT Britain Watch dial sets new standards for British watch making and ranks as probably one of the most complex dials to have ever been designed and made by hand.

The "GREAT Britain" exemplifies the unique blend of art from which the finest watches are derived, and it will spend the next few years touring key markets around the world to represent the best of British creativity, innovation and technology.

It is hard to imagine a single object, which more perfectly showcases what makes Britain 'GREAT'. For more details visit [www.rwsmithwatches.com](http://www.rwsmithwatches.com).

