

Dear Official Rolex Jeweler:

This new Rolex Master Catalog has been designed to function as a comprehensive reference manual for our Official Rolex Jewelers. It has been organized for your convenience and contains a wealth of product information about Rolex, Cellini and Tudor watches, dials and bracelets.

Great care has been taken to accurately reproduce the size and detail of each model. All photo reproductions are illustrated in actual size, and options for various models are grouped for easy reference.

The Rolex Master Catalog can also be used to educate your sales staff about properly identifying Rolex timepieces and the subsequent ordering procedures. This will bring additional knowledge and expertise to the point of purchase sales process in your store.

We trust you will find this new catalog helpful and informative.


ROLEX


TUDOR


ROLEX
Cellini

WATCH & BRACELET CODING & ORDERING

How to order a watch and bracelet as illustrated.

To order a watch exactly as illustrated in the catalog, please supply the following:

1. The 7 character **watch code number** (brand code, style number and metal code)
2. The 2 character **dial code number**. See page IV and V for explanation and full listing of dial codes.
3. The 5 character **bracelet code number** from the list of available bracelets. See page XI for ordering separate or replacement bracelets.

An example of a Rolex watch, dial, and bracelet code number is illustrated below. Procedures are the same for ordering Tudor watches.

Rolex watch & bracelet

R	1820	88	21	B	7286
Watch Brand Rolex	Style Number Oyster Perpetual Day-Date	Metal Code 18kt. Yellow Gold	Dial Code Champagne Roman	Bracelet Bracelet	Style Number President Bracelet



OYSTER PERPETUAL DAY-DATE

OYSTER PERPETUAL DAY-DATE models feature:

CASE: Pressure-proof to 330ft/100m, Twinlock crown, synthetic sapphire cyclops lens crystal

MOVEMENT: Superlative chronometer, 31 jewels, self-winding movement with quick-set day and date

R182088

18kt. yellow gold
case

18kt. yellow gold
smooth bezel

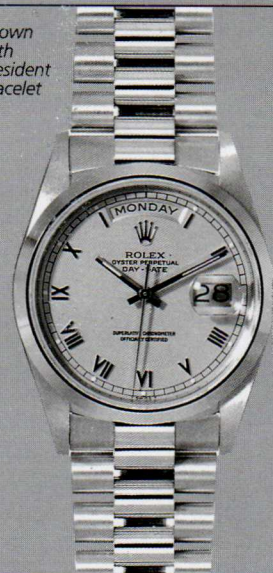
Available Bracelets

Regular clasp
President bracelet

B728688B6

Concealed clasp
President bracelet
B838588B6

Shown
with
President
bracelet



Shown
with
President
bracelet

R182388

18kt. yellow gold
case

18kt. yellow gold
fluted bezel

R182399

18kt. white gold
case

18kt. white gold
fluted bezel

Available Bracelets

Regular clasp
President bracelet

B728699B6

Concealed clasp
President bracelet
B838599B6

Shown
with
President
bracelet



Shown
with
President
bracelet