

PRESS RELEASE NEW WATCHES 2023





Defying excellence

*Geneva, Watches and Wonders,
27 March 2023*

With its latest creations, Rolex demonstrates its perpetual pursuit of excellence. An ever-present challenge manifested in the brand's ambition to perfect every component, question every method, and master every aspect of watchmaking expertise. The watches unveiled illustrate a desire to reinvent while preserving a sense of continuity, to innovate while being mindful of tradition, and to leverage technology in daring to create. It is through such efforts – bolstered by the 'superlative' vision that permeates the entire creation process down to the finest detail – that exemplary timepieces are formed, and prevail. Watches that, with time, become icons.



OYSTER PERPETUAL COSMOGRAPH DAYTONA

An icon defying time

The emblematic style and technical performance of the Cosmograph Daytona have cemented its iconic status well beyond the motor racing circuits.

To mark the 60th anniversary of the watch, Rolex ensures the legend lives on by revisiting the entire range – a high-precision rework involving the case and face as well as the movement.

The restyled Cosmograph Daytona presents even greater visual harmony and a more modern demeanour. The dial graphics have new balance. Graceful lines of light are elegantly reflected from the lugs and the sides of its redesigned middle case. On versions with a Cerachrom bezel, the bezel is edged with

the same metal as the middle case. The new 4131 movement incorporates the Chronergy escapement, the Paraflex shock absorbers and a new oscillating weight with optimized ball bearing.

This calibre features a new aesthetic for the brand: the Rolex Côtes de Genève decoration and a cut-out oscillating weight. On the version in 950 platinum, the oscillating weight is made from 18 ct yellow gold and is visible to the wearer through the transparent case back – a first for the Oyster Perpetual collection.

Through these numerous adjustments and evolutions, the Cosmograph Daytona is a reminder that the pursuit of excellence is a race with no finish line.





PERPETUAL 1908

The new face of excellence

Elegant, classic and decidedly contemporary, the 1908 immortalizes Rolex's age-long daring spirit. Its conception is the result of the brand's comprehensive in-house expertise and unwavering commitment to excellence.

Inspired by one of the first Rolex watches with a Perpetual rotor, this completely new timepiece opens the Perpetual collection, which reinterprets the traditional wristwatch through the Rolex avant-garde lens. The name '1908' is a reference to the date the 'Rolex' trademark was officially registered in Switzerland.

The shape of the hands, the faceted hour markers, and the bezel – domed and with fine fluting – are emblematic of Rolex's watchmaking heritage. They produce a delicate interplay between scintillation and reflection, where light meets shadow, infusing this new watch with a rare beauty and refinement.

The 1908 is available in 18 ct yellow or white gold, with an intense white or intense black dial, and is distinctive for its slim case. The

transparent case back opens up new aesthetic perspectives, revealing a uniquely decorated movement.

Superlative Chronometer certified, the 1908 is a distillation of Rolex know-how in terms of technology and design. Its calibre 7140, with small seconds, marries performance and elegance. In addition to the innovations that led to the filing of five patent applications, this movement, designed and manufactured specifically for the watch, features the Rolex Côtes de Genève decoration and a cut-out oscillating weight in 18 ct yellow gold.

This timepiece is mounted on an alligator leather strap with a green lining, and equipped with the new Dualclasp.

A classic watch that raises the art of watchmaking to new heights, the 1908 carves out a place for itself as a Rolex imbued with traditional spirit yet exuding modernity, and, in so doing, opens a new path.





OYSTER PERPETUAL YACHT-MASTER 42

Mastering lightness

Light and robust, the new Yacht-Master 42, in RLX titanium, is the ally of those seeking freedom of movement. Especially suited to the demands and pressures of competitive sailing, it puts watchmaking excellence at the service of sporting performance.

RLX titanium, a particularly lightweight alloy with excellent corrosion-resistance properties and high mechanical strength, is used to make the Oyster case and bracelet. The combination of polished, high-sheen and technical

satin finishes illustrates the brand's excellence in finishing techniques. Together, they produce a subtle play of textures and light between the gleam of the polished crown guard, the high-sheen lustre on the top edges of the lugs, and the matt grain of the technical satin finish.

The new Yacht-Master 42 is the second watch in RLX titanium released by Rolex after the Oyster Perpetual Deepsea Challenge, confirming that lightness is a quality to be taken seriously.





OYSTER PERPETUAL SKY-DWELLER

To the ultimate and beyond

With its two time zones and its annual Saros calendar, the Sky-Dweller is an elegant and trusted companion for world travellers. The range has been updated with numerous enhancements which demonstrate excellence even in the tiniest details.

Aesthetic embellishments come in the form of new options and combinations. 18 ct white gold makes a comeback on a version with a bright black dial on an Oysterflex bracelet, fitted with an Oysterclasp and the Rolex Glidelock extension system for optimal comfort. New

dial colours adorn the face of the Sky-Dweller: a delicate mint green offered on the white Rolesor version and an elegant blue-green on the variant in 18 ct Everose gold with Oyster bracelet.

Technical evolutions are revealed with the introduction of a movement equipped with the latest advances in Rolex technology. Calibre 9002 incorporates the Chronergy escapement and a new oscillating weight with optimized ball bearing for heightened performance.





OYSTER PERPETUAL GMT-MASTER II

*Highlighting our connection
to the world*

The GMT-Master II is available this year in two new versions – yellow Rolesor and 18 ct yellow gold – with a Cerachrom bezel insert in grey and black ceramic, an entirely new colour combination.

Exemplary craftsmanship is borne out by the choice of materials and precision of the finishes, which come together to show the watch in its best light. The harmonious contrast between

the gleaming gold of the Jubilee bracelet and the two-colour bezel with its dark, muted tones evokes the path of the sun and the alternation of day and night.

This elegance is elevated by a black lacquer dial and a 24-hour hand in 18 ct yellow gold. By indicating the passing of time in a second time zone, it highlights our connection to the world.





OYSTER PERPETUAL EXPLORER 40

Adventure on a grand scale

The Explorer range is expanded with the arrival of a new, 40 mm model. Offering enhanced legibility, this timepiece carries all the qualities that have made the Explorer – one of the brand’s first Professional watches – a reference throughout the decades. Simple, robust and corrosion-resistant, the new Explorer 40 is crafted from Oystersteel, an alloy specific to Rolex.

The satin finishes on the middle case, bracelet and clasp, and the light reflections from the polished flanks of the case are an enticement to look afresh at this iconic tool watch.

Complementing this understated harmony is a comfortable Oyster bracelet equipped with Oysterlock clasp and Easylink comfort extension link.





OYSTER PERPETUAL

An effervescence of excellence

Alive with colour, vitality and positivity, the new lacquered dial of the Oyster Perpetual in 31 mm, 36 mm and 41 mm is dotted with many-coloured bubbles that joyfully reunite the five hues introduced to the range in 2020.

This effervescent, euphoric design is the product of masterful technique. The dial decoration is carried out in strictly controlled conditions and requires the utmost precision at every stage to create a marvel of colour.





OYSTER PERPETUAL DAY-DATE 36

Every dial a discovery

The new Day-Date 36 welcomes dials made of decorative stone in shimmering tones that evoke the atmosphere of the Mediterranean coast.

Green aventurine, carnelian and turquoise are paired with watches in 18 ct Everose, yellow and white gold respectively. The crystallized effects, matrices and veins peculiar to these decorative stones make every watch face a unique work of art. The stone reveals its distinctive traits only once it has been

crafted. Individual finishing of each dial is then performed to satisfy the brand's exacting quality requirements.

As expressions of Rolex's dial-making expertise, the new Day-Date 36 watches are also a testament to the brand's perfect mastery of the gem-setting art. This exclusive union of exceptional stones, gems and precious metals emphasizes the distinction and elegance of this prestigious watch.





OYSTER PERPETUAL DAY-DATE 36

Time stamped with emotion

With these versions of the Day-Date 36, Rolex brings an unexpected creative twist to one of its iconic models. By displaying a new emotion each day, the watch brings an element of spontaneity into the wearers' daily life and allows them to invest the reading of time with their changing mood.

The day window presents a calendar of inspirational words such as 'Love', 'Peace' and 'Hope'. The date window, meanwhile, displays a repertoire of emotions expressed in 31 emojis designed specially for the model.

The dial features a novel and colourful motif alluding to the idea that life is a puzzle that we piece together day by day, with each part symbolizing a key moment of our existence. This intricate work is the result of the demanding champlevé enamelling technique performed by Rolex dial-makers who are masters of their craft. The resulting shapes form a face of many hues reflecting the multifaceted puzzle of our lives.





ABOUT ROLEX

*An unrivalled reputation
for quality and expertise*

Rolex is an integrated and independent Swiss watch *manufacture*. Headquartered in Geneva, the brand is recognized the world over for its expertise and the quality of its products – symbols of excellence, elegance and prestige. The movements of its Oyster Perpetual and Perpetual watches are certified by COSC, then tested in-house for their precision, performance and reliability. The Superlative Chronometer certification, symbolized by the green seal, confirms that each watch has successfully undergone tests conducted by Rolex in its own laboratories according to its own criteria. These are periodically validated by an independent external organization.

The word 'Perpetual' is inscribed on every Rolex Oyster watch. But more than just a word on a dial, it is a philosophy that embodies the company's vision and values. Hans

Wilsdorf, the founder of the company, instilled a notion of perpetual excellence that would drive the company forward. This led Rolex to pioneer the development of the wristwatch and numerous major watchmaking innovations, such as the Oyster, the first waterproof wristwatch, launched in 1926, and the Perpetual rotor self-winding mechanism, invented in 1931. In the course of its history, Rolex has registered over 600 patents. At its four sites in Switzerland, the brand designs, develops and produces the majority of its watch components, from the casting of the gold alloys to the machining, crafting, assembly and finishing of the movement, case, dial and bracelet. Furthermore, the brand is actively involved in supporting the arts and culture, sport and exploration, as well as those who are devising solutions to preserve the planet.