
ROLEX CERTIFIED PRE-OWNED BECAUSE A ROLEX WATCH OFTEN LIVES SEVERAL LIVES

WITH THE ROLEX CERTIFIED PRE-OWNED PROGRAMME, THE BRAND OFFERS THE CHANCE TO PURCHASE SECOND-HAND MODELS FROM ITS NETWORK OF OFFICIAL RETAILERS THAT ARE CERTIFIED AUTHENTIC AND GUARANTEED BY THE BRAND. THESE WATCHES BENEFIT FROM ALL THE QUALITY CRITERIA AND STANDARDS THAT CHARACTERIZE ROLEX PRODUCTS AND COME WITH A NEW INTERNATIONAL TWO-YEAR GUARANTEE.



OFFICIALLY AUTHENTICATED, IMMEDIATELY AVAILABLE

Geneva, May 2025 – Because they are built to last, Rolex watches often live several lives. The aim of the Rolex Certified Pre-Owned programme is to bring added value to the existing supply of Rolex watches on the pre-owned market. When they change owners, the authenticity of these watches must be officially confirmed at the time of their resale.

Duly authenticated by the brand, Rolex Certified Pre-Owned watches are available for purchase only at Official Rolex Retailers. In this way, customers can immediately access the world of Rolex.

Rolex Certified Pre-Owned watches were initially only offered in certain Bucherer points of sale in 2022. Since then, they have been made available at other retailers within the worldwide Rolex network.

CERTIFIED AUTHENTICITY

The Rolex Certified Pre-Owned programme vouches for the authenticity of second-hand Rolex watches that are at least two years old and offered for sale by the brand's Official Retailers who have adhered to the programme. They can be identified by a special Rolex Certified Pre-Owned plaque. The experts in Rolex's worldwide network inspect each component of every watch trusted in their care.



PRESS RELEASE

Only Rolex can confirm the authenticity of a Rolex watch. This is why any pre-owned Rolex watch that is part of the Rolex Certified Pre-Owned programme must return to the brand's workshops, where its original configuration is rigorously verified. It is fully disassembled, allowing each component, from the case and bracelet to the movement, to be meticulously checked and authenticated.

The Rolex Certified Pre-Owned programme guarantees that each watch sold is authentic. This programme fully demonstrates the perpetual quest for excellence that has driven Rolex since the beginning.

A SPECIAL SEAL AND GUARANTEE CARD

Each watch comes with a special Rolex Certified Pre-Owned seal that symbolizes its status as a certified second-hand Rolex watch. It is also accompanied with a guarantee card that bears the words 'Certified Pre-Owned'. Delivered at the time of sale, the card attests to the proper functioning of the watch and serves as an official certificate of authentication.

Starting from their date of sale, all Rolex Certified Pre-Owned watches benefit from a new two-year international guarantee.

TESTS AND PERFORMANCE

The Rolex Certified Pre-Owned programme guarantees that these watches benefit from all the quality criteria that characterize Rolex products.

Each pre-owned Rolex watch undergoes the same checks as those carried out by the after-sales service for newly purchased models. All Rolex Certified Pre-Owned watches are therefore examined in minute detail and tested in wear-like conditions according to the strictest criteria.

Rolex Certified Pre-Owned watches perform like new. Exceptions are made for some of the oldest models regarding their degree of waterproofness and original precision. Each watch is fully serviced. Although priority is given to maintaining the integrity of our watches to preserve their history, it is possible to return them to their original state thanks to genuine replacement parts that are systematically stored over several decades.



PRESS RELEASE

THE EXCELLENCE OF THE ROLEX SERVICE

Rolex Certified Pre-Owned watches benefit from the full excellence of the Rolex service. From their arrival at the dedicated Rolex space to the final bracelet sizing, customers are assured of receiving a true Rolex experience. The watches also come with a distinct pouch, seal, guarantee card, service booklet and official papers.

Rolex watches – new or second-hand – should only be bought from Official Rolex Retailers, who are authorized to sell and maintain them. Thanks to their skills and technical expertise, the retailers ensure the smooth functioning of every watch, year after year. Only the official Rolex network can provide these guarantees.

Additional information and map of Official Retailers that are part of the Rolex Certified Pre-Owned programme around the world:

<https://www.rolex.com/buying-a-rolex/rolex-certified-pre-owned>

