

ROLEX LAUNCHES THE ROLEX CERTIFIED PRE-OWNED PROGRAMME

ROLEX IS OFFERING THE OPPORTUNITY TO PURCHASE FROM ITS OFFICIAL RETAILERS PRE-OWNED WATCHES THAT ARE CERTIFIED AS AUTHENTIC AND GUARANTEED BY THE BRAND. THESE TIMEPIECES BENEFIT FROM THE EXACTING QUALITY CRITERIA INHERENT TO ALL ROLEX PRODUCTS AND FROM A TWO-YEAR INTERNATIONAL GUARANTEE, VALID FROM THEIR DATE OF RESALE IN THE ROLEX NETWORK.



Geneva, 1 December 2022 – Because they are built to last, Rolex watches often live several lives. And because they may be worn on new wrists, the Rolex Certified Pre-Owned programme now enables retailers in the brand's official distribution network to sell second-hand models that are certified as authentic and which come with a new two-year international guarantee.

Rolex Certified Pre-Owned watches will initially be available at Bucherer boutiques in six countries (Switzerland, Austria, Germany, France, Denmark and the UK) from the start of December 2022. Other Official Rolex Retailers who choose to be part of this programme will be able to do so from spring 2023.

The new programme makes it possible to purchase pre-owned watches that the brand itself has certified and guaranteed. Its aim is to bring added value to the existing supply of pre-owned Rolex watches. Because when these watches change hands, their authenticity must be attestable at the time of resale by the Official Retailers.

Rolex advocates the durability of its products. Thanks to uncompromising quality standards, the brand produces watches with the longest possible lifespans. It therefore wishes to accompany the second life of its watches already circulating on the market, with a view to preserving, maintaining and guaranteeing what already exists. This approach is in keeping with the Perpetual philosophy: the relentless pursuit of excellence and a long-term commitment to future generations.



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These certified-authentic second-hand watches also offer customers a tangible and immediate opportunity to become part of the world of Rolex.

In concrete terms, the Rolex Certified Pre-Owned programme attests the authenticity of second-hand Rolex watches – that are least three years old – at their time of resale by an Official Retailer displaying the special Rolex Certified Pre-Owned plaque. It guarantees that these watches benefit from the quality criteria inherent to all Rolex products and from the full know-how and professionalism of the brand's worldwide network of experts.

The Rolex Certified Pre-Owned seal that accompanies the watches concerned symbolizes their status as certified second-hand Rolex watches. The Rolex Certified Pre-Owned guarantee card, delivered at the time of the sale, officially confirms that the watch is genuine and guarantees its proper functioning. This card bears the words "Certified Pre-Owned" and serves as an official certificate of authenticity.

Rolex watches – new or second-hand – should only be bought from Official Rolex Retailers, who are authorized to sell and care for Rolex watches. Thanks to their skills and technical expertise, the retailers ensure the continued smooth functioning of each timepiece over the years. Only the official Rolex network is able to provide these guarantees.

