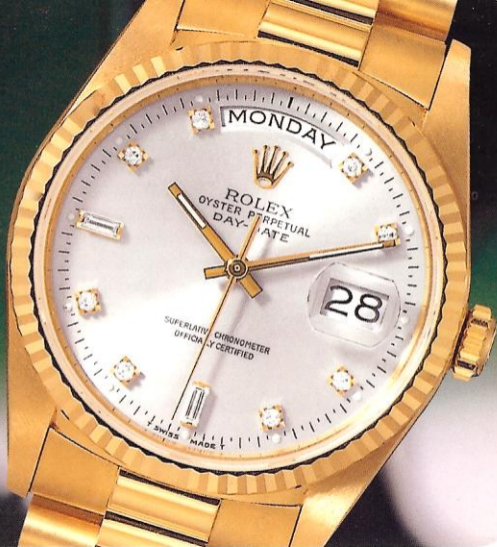



ROLEX

PRODUCT
INFORMATION


ROLEX
Cellini


TUDOR





- Rolex Watch U.S.A., Inc., with headquarters in New York City, imports and markets Rolex products for the United States. It employs approximately 350 people and has service facilities in New York City and Dallas, Texas.
- As a result of Rolex Watch U.S.A., Inc.'s quality control, you can be sure the Rolex products you offer meet the highest quality standards.
- All watches sold by Rolex Watch U.S.A., Inc. are imported from Montres Rolex S.A. in Geneva and are made entirely in Switzerland.



Montres Rolex SA, Rue Francois-Dussaud • Geneva, Switzerland.

ABOUT ROLEX

1910 • Rolex obtains the first *Official Swiss Chronometer* certificate

1914 • Class "A" certificate-Kew Observatory in England certifies Rolex as the first wristwatch in history to outperform the pocketwatch

1926 • Oyster case-the world's first truly water-and-shock proof watch is created when Rolex sculpts the revolutionary Oyster case from solid metal

1927 • Mercedes Gleitze swims the English Channel wearing her Rolex Oyster

1931 • Perpetual self-winding rotor-Rolex continues to improve its mechanical timepieces, perfecting and patenting the self-winding wristwatch. This is made possible by the invention of the first rotor automatic mechanism, the Rolex Oyster Perpetual.

1935 • Auto racer Sir Malcolm Campbell and his Rolex Perpetual set a new land speed world record of 300mph.

1947 • Chuck Yeager broke the sound barrier with an Oyster Perpetual on his wrist

1953 • Mount Everest Expedition of Sir John Hunt. Equipped with Oyster Perpetuals (Explorer I)

1960 • Bathyscaph "Trieste" plunged over 35,000ft with a specially designed Oyster strapped to the outside

1975 • Six Comex divers, coordinating their descent on Rolex Sea-Dweller watches, reach a human record depth of 1,070 feet.

1978 • Conquest of Mt. Everest without oxygen by Reinhold Messner, who wore an Oyster Quartz

1986 • Guided only by a sextant and their Rolex chronometers, Will Steger and Paul Schurke lead the first expedition without resupply to reach the North Pole.

1996 • Rolex has manufactured more official Swiss Chronometers than all other manufacturers combined



One of the most significant attributes of the Rolex Oyster watch is the way in which the case, crystal and winding crown combine to create a virtually impenetrable miniature safe.

- The Oyster case is carved from a solid block of stainless steel, 18kt gold or platinum in a series of 162 separate operations to give it immense strength.
- The scratch-resistant synthetic sapphire crystal, or on some Tudor models a mineral or acrylic crystal, is fitted without tension. The greater the underwater pressure, the tighter it fits. The distinctive cyclops lens on all models with date (except for the Sea-Dweller 4000) magnifies the date 2 1/2 times.
- The Twinlock crown, so named for the double protection it affords, screws down on to the Oyster case, closing as securely as the hatch of a submarine. On certain professional models, the Triplock crown is fitted, which has additional built-in sealing. The three dots on the winding crown distinguish the Triplock from the Twinlock.
- All present Rolex Oyster models are guaranteed pressure-proof to at least 300ft/100m (Submariner 1000ft/300m and Sea-Dweller 4000ft/1220m).



The Rolex Oyster Perpetual movement contains more than two hundred and twenty components. The design of each Oyster movement is carried out entirely by Rolex' own engineers. From the first step until final assembly by the watchmakers in Geneva, each movement takes over a year to produce.

- In 1931, Rolex invented and patented the first effective automatic movement—the Oyster Perpetual rotor. Consisting of an oscillating weight which pivots freely on a central axis, the rotor mechanism is sensitive to the slightest movement of the wearer's wrist.
- The balance of the wheel of a Rolex Oyster is required to oscillate at the rate of 28,000 oscillations per hour, or nearly 250 million oscillations each year.
- The Perpetual rotor mechanism ensures that, when removed from the wearer's wrist, a Rolex will run at least forty hours before winding is required.
- The Oysterquartz movement was conceived in its entirety by Rolex in 1972, confirming Rolex' position as one of the pioneers in quartz technology.
- Activated by a battery and controlled by a quartz crystal vibrating at 32,768 oscillations a second, the Rolex Oysterquartz was designed to meet the strictest demands of accuracy. A variation of no more than one minute per year can be expected.

Positions of the crown

Position 1 - Wearing position.

Crown fully screwed down. In this position, the Oyster is pressure-proof to a depth of 330ft/100m (even deeper for Submariner and Sea-Dweller models). The watch is ready to be worn.

Position 2 - Hand winding position.

Crown unscrewed and just free of the screw threads. Watch is in position for handwinding if necessary.

Position 3 - Date setting position.

Crown pulled out to the first notch. The watch continues to run normally. Turning the crown forward, as if to screw it in, advances the date rapidly – useful at the end of a month having fewer than 31 days. Turning the crown backward has no effect. In GMT-Master II and Explorer II models, this position is used to move the hour hand clockwise or counter-clockwise in one hour jumps when setting the watch for a different time zone and for semi-rapid date change by advancing the hour hand past midnight.

Position 4 - Hands setting position.

Crown pulled out to the last notch. Position for resetting the hands either backward or forward. The second hand stops and will not advance again until the crown is pushed back in. After resetting the hands, the crown should be screwed down tightly to make the watch pressure-proof once more (position 1).



Positions of the crown

Position 1 - Wearing position.

Crown fully screwed down. When the crown is in this position, the Day-Date is pressure-proof to a depth of 330ft/100m and is ready to be worn.

Position 2 - Hand winding position.

Crown unscrewed and just free of the screw threads. Watch is in position for handwinding if necessary.

Position 3 - Day/Date setting position.

Crown pulled out to the first notch. Turning the crown forward advances the date rapidly, useful at the end of a month having fewer than 31 days. Turning the crown backward advances the day rapidly. During these operations, the watch movement continues to function normally.

Position 4 - Hands setting position.

Crown pulled out to the last notch. Position for resetting the hands either backward or forward. The second hand stops and will not advance again until the crown is pushed back in. After resetting the hands, the crown should be screwed down tightly to make the watch pressure-proof once more (position 1).



1.



2.



3.



4.



The Rolex Red Seal

- The highest official honor awarded by the Swiss Institutes for Official Chronometer Tests is the coveted title of “Swiss Chronometer”, certifying the watch as a superbly accurate timepiece. To earn this distinction a watch must undergo 15 days and nights of rigorous testing. These tests, carried out in five positions, include extreme temperature variations.
- The Rolex Red Seal indicates that the watch has passed further difficult tests in the Rolex laboratories. Few of the very finest watches produced in the world can meet these standards and Rolex, while producing only a very small fraction of all the watches in the world each year, has earned well over half the chronometer certificates ever awarded.

The same meticulous care and styling that goes into the Oyster watch is echoed by the distinctive Rolex bracelets making them inseparable.

- Most Oyster models are available with a choice of Jubilee or Oyster bracelet. They combine functional beauty with exceptional strength. For maximum comfort and security, the clasp can be adjusted.
- The President bracelet made only in 18kt gold or platinum, the 18kt gold Jubilee bracelet and the new 18kt gold Ladies' 14mm Oyster bracelet are available with concealed clasp.
- For the Submariner and Sea-Dweller, the Fliplock bracelet is made especially for divers, with folding extension links to allow it to be worn over a light diving suit.
- For the Daytona Cosmograph and Yacht-Master series, the Oysterlock bracelet is featured with a safety clasp.

Oyster



Jubilee



President



- One of the most important marketing tools for the *Official Rolex Jeweler*

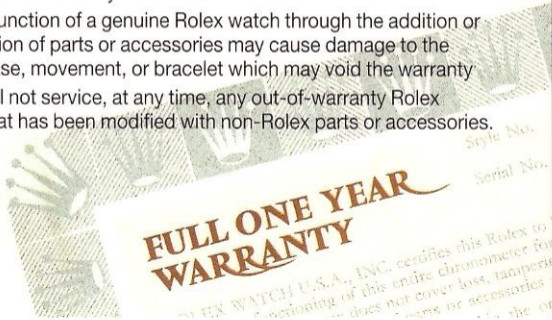
- Reinforces your position as the legitimate purveyor of genuine Rolex products

Valid only when watch is sold by the *Official Rolex Jeweler* whose name appears on the warranty

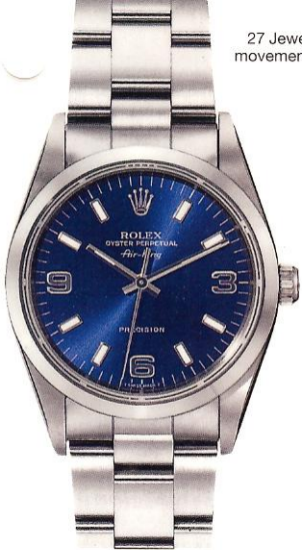
Rolex watches are not warranted against any damage or malfunction caused by ill treatment

The malfunction of a genuine Rolex watch through the addition or substitution of parts or accessories may cause damage to the watch case, movement, or bracelet which may void the warranty

Rolex will not service, at any time, any out-of-warranty Rolex watch that has been modified with non-Rolex parts or accessories.



ROLEX WARRANTY



27 Jewel
movement

Stainless Steel

14000 smooth bezel

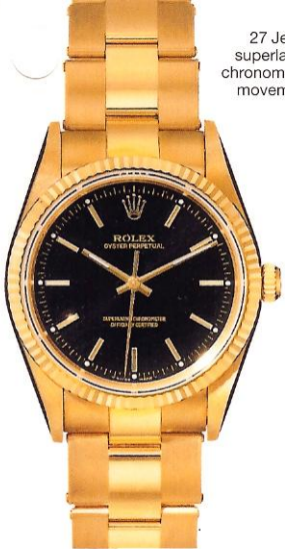
14010 finely engine-turned bezel
with raised hour markers

Bracelet:

78350 Oyster

OYSTER PERPETUAL
AIR-KING
Ø34mm

14000
14010



27 Jewel
superlative
chronometer
movement

Stainless Steel and 18kt Yellow Gold

14203 smooth bezel

14233 fluted bezel

Bracelet:

78353 Oyster

18kt Yellow Gold

14208 smooth bezel

14238 fluted bezel

Bracelet:

7205/8 Oyster

OYSTER
PERPETUAL
Ø34mm

14203 14208
14233 14238

31 Jewel
superlative
chronometer
movement



Stainless Steel
15200 smooth bezel
15210 finely engine-turned bezel
with raised hour markers

Bracelet:

78350 Oyster

Stainless Steel and 18kt Yellow Gold

15223 engine-turned bezel

Bracelet:

78353 Oyster

18kt Yellow Gold

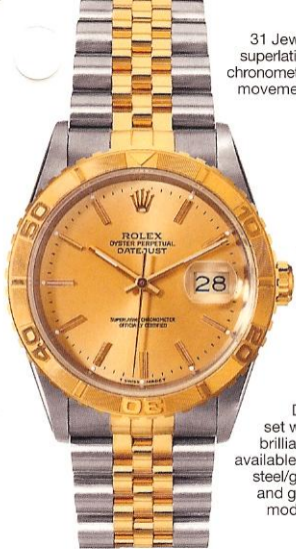
15238 fluted bezel

Bracelet:

7205/8 Oyster

OYSTER PERPETUAL
DATE
Ø34mm

15200 15223
15210 15238



31 Jewel
superlative
chronometer
movement

Dial
set with
brilliants
available for
steel/gold
and gold
models

Stainless Steel

- 16200 smooth bezel
- 16220 engine-turned bezel
- 16234 18kt white gold fluted bezel
- 16264 18kt white gold "Turn-O-Graph" bezel

Bracelets:

- 62510 Jubilee
- 78360 Oyster

Stainless Steel and 18kt Yellow Gold

- 16203 smooth bezel
- 16233 fluted bezel
- 16263 "Turn-O-Graph" bezel

Bracelets:

- 62523 Jubilee
- 78363 Oyster

18kt Yellow Gold

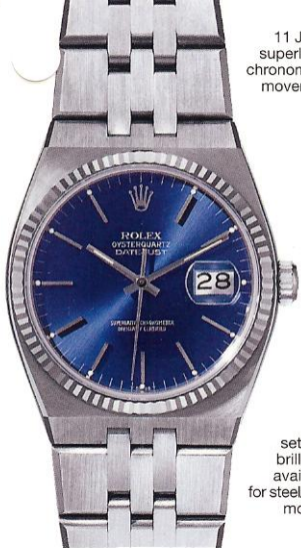
- 16238 fluted bezel
- 16248 "bark" finish bezel

Bracelets:

- 6311/8 Jubilee
- 7206/8 Oyster
- 8210/8 Jubilee, "bark" finish
- 8386/8 Super Jubilee, concealed clasp

OYSTER PERPETUAL
DATEJUST
Ø36mm

16200 16234 16203 16238
16220 16264 16233 16248
16263



11 Jewel
superlative
chronometer
movement

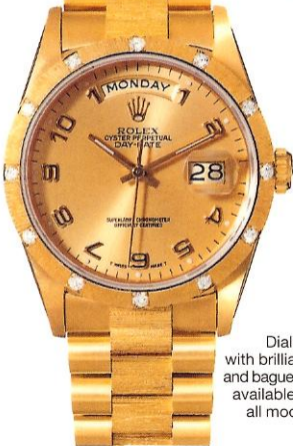
- High resistance to magnetism up to 1000 oersted
 - Integral bracelet
- Stainless Steel
17000 smooth bezel
17014 18kt white gold fluted bezel
Stainless Steel and 18kt Yellow Gold
17013 fluted bezel

Dial
set with
brilliants
available
for steel/gold
models

OYSTER QUARTZ
DATEJUST
Ø36mm

17000
17013
17014

31 Jewel
superlative
chronometer
movement



Dial set
with brilliants
and baguettes
available for
all models

18kt Yellow Gold
18208 smooth bezel
18238 fluted bezel
18248 "bark" finish bezel
18308 "bark" finish bezel set with 12 brilliants
18338 fluted bezel, case lugs set with 28 brilliants

Bracelets:

7286/8 President
8209/8 President, "bark" finish
8385/8 Super President, concealed clasp
8723/8 Super President, "bark" finish,
concealed clasp

18kt White Gold

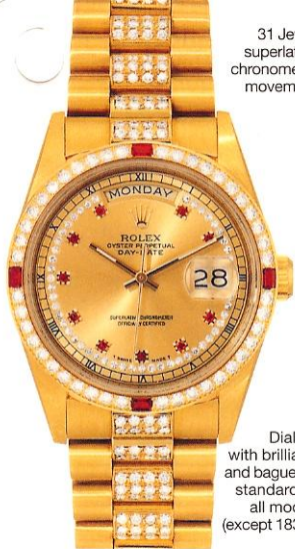
18239 fluted bezel
18239BIC "bicolore," yellow gold fluted bezel
18249 "bark" finish bezel

Bracelets:

7286/9 President
8209/9 President, "bark" finish
8285/9 Tridor Super President,
concealed clasp, center links of
white, pink and yellow gold
8385/9 Super President, concealed clasp
8723/9 Super President, "bark" finish,
concealed clasp

OYSTER PERPETUAL
DAY-DATE
Ø36mm

18208 18239 18248 18308
18238 18239^{BIC} 18249 18338



31 Jewel
superlative
chronometer
movement

Dial set
with brilliants
and baguettes
standard for
all models
(except 18368)

18kt Yellow Gold

- 18348 bezel set with 44 brilliants
- 18368 bezel set with 24 baguette diamonds
- 18378 bezel set with 44 brilliants
and 4 baguette rubies
- 18388 bezel set with 44 brilliants,
case lugs set with 28 brilliants

Bracelets:

- All previously listed for model 18238
- 8485/8 Super President Karat, concealed
clasp, set with 288 brilliants
- 8486/8 Super Jubilee Karat, concealed
clasp, set with 218 brilliants

18kt White Gold

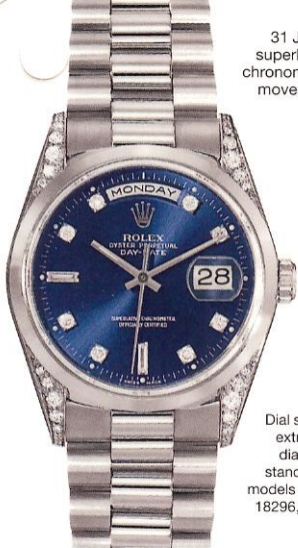
- 18349BIC "bicolore," yellow gold bezel
set with 44 brilliants
- 18389 bezel set with 44 brilliants,
case lugs set with 28 brilliants

Bracelets:

- All previously listed for 18239
- 8485/9 Super President Karat, concealed
clasp, set with 288 brilliants
- 8486/9 Super Jubilee Karat, concealed
clasp, set with 218 brilliants
- 8486/9BIC "bicolore," Super Jubilee Karat,
concealed clasp, yellow gold
center links set with 218 brilliants

OYSTER PERPETUAL
DAY-DATE KARAT
Ø36mm

18348 18378
18349^{BIC} 18388
18368 18389



31 Jewel
superlative
chronometer
movement

Dial set with
extra large
diamonds
standard for
models 18206,
18296, 18346

Platinum

18206 smooth bezel

18296 smooth bezel, case lugs
set with 28 brilliants

18346 bezel set with 44 brilliants

18366 bezel set with 24
baguette diamonds

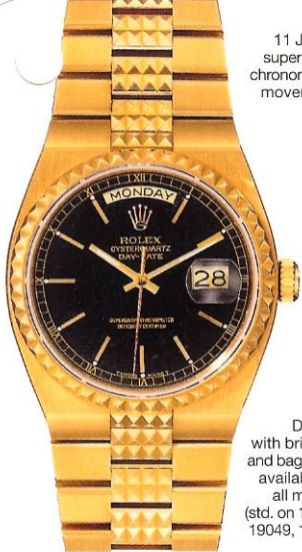
Bracelets:

8385/6 Super President,
concealed clasp

8485/6 Super President Karat,
concealed clasp, set
with 288 brilliants

OYSTER PERPETUAL
DAY-DATE KARAT
Ø36mm

18206 18346
18296 18366



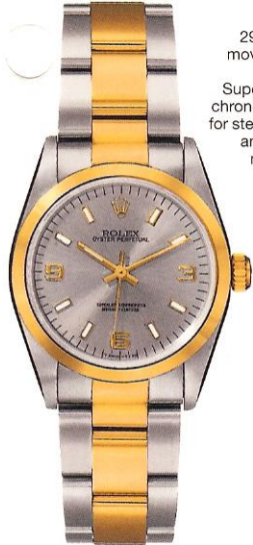
11 Jewel
superlative
chronometer
movement

- High resistance to magnetism up to 1000 oersted
 - Integral bracelet
- 18kt Yellow Gold
19018 fluted bezel
19028 "pyramid" finish bezel and bracelet
19048 bezel set with 44 brilliants
19148 bezel set with 44 brilliants, case and bracelet set with 316 brilliants
- 18kt White Gold
19019 fluted bezel
19049 bezel set with 44 brilliants

Dial set
with brilliants
and baguettes
available for
all models
(std. on 19048,
19049, 19148)

OYSTER QUARTZ
DAY-DATE
Ø36mm

19018 19048
19019 19049
19028 19148



29 Jewel
movement

Superlative
chronometer
for steel/gold
and gold
models

Stainless Steel

67480 smooth bezel

67514 18kt white gold fluted bezel

Bracelets:

62510 Jubilee, ladies'

63110 Jubilee, men's

78050 Oyster, ladies'

78350 Oyster, men's

Stainless Steel and 18kt Yellow Gold

67483 smooth bezel

67513 fluted bezel

Bracelets:

62523 Jubilee, ladies'

63113 Jubilee, men's

78053 Oyster, ladies'

78353 Oyster, men's

18kt Yellow Gold

67488 smooth bezel

67518 fluted bezel

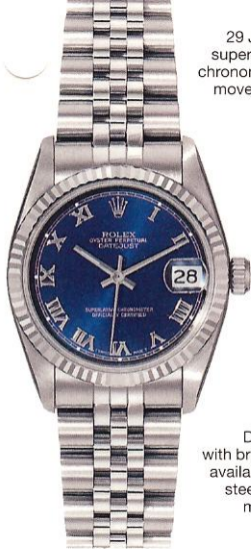
Bracelets:

6311/8 Jubilee

7205/8 Oyster

OYSTER
PERPETUAL
Ø31mm

67480 67513
67483 67514
67488 67518



29 Jewel
superlative
chronometer
movement

Dial set
with brilliants
available for
steel/gold
models

Stainless Steel

68240 smooth bezel

68274 18kt white gold fluted bezel

Bracelets:

62510 Jubilee, ladies'

63110 Jubilee, men's

78050 Oyster, ladies'

78350 Oyster, men's

Stainless Steel and 18kt Yellow Gold

68243 smooth bezel

68273 fluted bezel

Bracelets:

62523 Jubilee, ladies'

63113 Jubilee, men's

78053 Oyster, ladies'

78353 Oyster, men's

OYSTER PERPETUAL
DATEJUST
Ø31mm

68240 68273
68243 68274



29 Jewel
superlative
chronometer
movement

Dial set
with brilliants
available for
all models

18kt Yellow Gold

68238 fluted bezel, case lugs set with 24 brilliants

68248 smooth bezel

68258 "pyramid" finish bezel set with 24 brilliants

68278 fluted bezel

Bracelets:

6311/8 Jubilee

7205/8 Oyster

8389/8 Super President, concealed
clasp, men's

8390/8 Super President, concealed
clasp, ladies'

8391/8 Super Jubilee, concealed clasp

18kt White Gold

68279 fluted bezel

68279BIC "bicolore," yellow gold fluted bezel

Bracelets:

6311/9 Jubilee

7205/9 Oyster

8289/9 Tridor Super President,
concealed clasp, center links
of white, pink and yellow gold

8389/9 Super President, concealed
clasp, men's

8390/9 Super President, concealed
clasp, ladies'

OYSTER PERPETUAL
DATEJUST
Ø31mm

68238 68278
68248 68279
68258 68279
BIC



29 Jewel
superlative
chronometer
movement

Dial set
with brilliants
standard for
all models
(except 68268)

18kt Yellow Gold

- 68158 bezel set with 44 brilliants,
case lugs set with 24 brilliants
 - 68268 bezel set with 24 baguette diamonds
 - 68288 bezel set with 44 brilliants
- Bracelets:

- All previously listed for model 68278
- 6411/8 Super Jubilee Karat, concealed
clasp, set with 263 brilliants
- 8489/8 Super President Karat, concealed
clasp, set with 340 brilliants

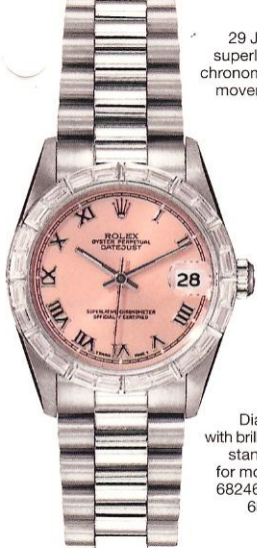
18kt White Gold

- 68159 bezel set with 44 brilliants,
case lugs set with 24 brilliants
 - 68289BIC "bicolore," yellow gold
bezel set with 44 brilliants
- Bracelets:

- All previously listed for model 68279
- 6411/9 Super Jubilee Karat, concealed
clasp, set with 263 brilliants
- 6411/9BIC "bicolore," Super Jubilee Karat,
concealed clasp, yellow gold
center links set with 263 brilliants
- 8489/9 Super President Karat, concealed
clasp, set with 340 brilliants

OYSTER PERPETUAL
DATEJUST KARAT
Ø31mm

68158 68268
68159 68288
68289BIC



29 Jewel
superlative
chronometer
movement

Dial set
with brilliants
standard
for models
68246 and
68286

Platinum

68246 smooth bezel

68266 bezel set with 24 baguette
diamonds

68286 bezel set with 44 brilliants

Bracelets:

8389/6 Super President, concealed
clasp, men's

8390/6 Super President, concealed
clasp, ladies'

8489/6 Super President Karat,
concealed clasp, set with
340 brilliants

OYSTER PERPETUAL
DATEJUST KARAT
Ø31mm

68246
68266
68286



29 Jewel
movement

Superlative
chronometer
for steel/
yellow gold
and gold
models

Dial set with
brilliants
available for
steel/yellow
gold and
gold models

Stainless Steel

67180 smooth bezel

67194 18kt white gold fluted bezel

67230 finely engine-turned bezel
with raised hour markers

Bracelets:

62510 Jubilee

78340 Oyster

Stainless Steel and 18kt Yellow Gold

67183 smooth bezel

67193 fluted bezel

67233 finely engine-turned bezel
with raised hour markers

67243 engraved bezel with minute
and hour markers

Bracelets:

62523 Jubilee

78343 Oyster

18kt Yellow Gold

67188 smooth bezel

67198 fluted bezel

Bracelets:

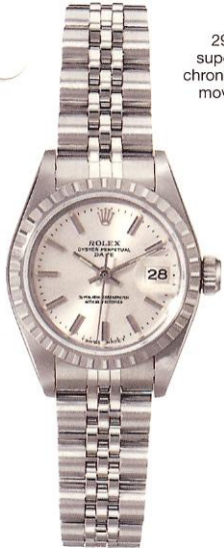
6251/8 Jubilee

7204/8 Oyster

8571/8 Super Jubilee, concealed clasp

OYSTER PERPETUAL
LADY
Ø24mm

67180 67193 67230
67183 67194 67233
67188 67198 67243



29 Jewel
superlative
chronometer
movement

Stainless Steel

69160 smooth bezel

69190 finely engine-turned bezel
with raised hour markers

69240 engine-turned bezel

Bracelets:

62510 Jubilee

78340 Oyster

OYSTER PERPETUAL
LADY-DATE
Ø26mm

69160
69190
69240



29 Jewel
superlative
chronometer
movement

Dial set
with brilliants
available for
all models

Stainless Steel
69174 18kt white gold fluted bezel

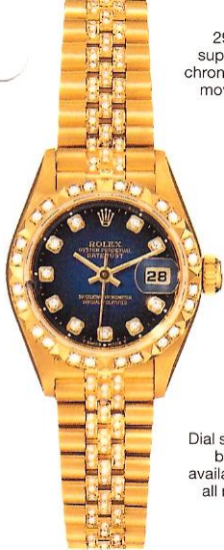
Bracelets:
62510 Jubilee
78340 Oyster

Stainless Steel and 18kt Yellow Gold
69163 smooth bezel
69173 fluted bezel

Bracelets:
62523 Jubilee
78343 Oyster

OYSTER PERPETUAL
LADY-DATEJUST
Ø26mm

69163
69173
69174



29 Jewel
superlative
chronometer
movement

Dial set with
brilliants
available for
all models

18kt Yellow Gold

- 69168 smooth bezel
- 69178 fluted bezel
- 69188 "pyramid" finish bezel, case lugs set with 24 brilliants
- 69238 fluted bezel, case lugs set with 24 brilliants
- 69258 "pyramid" finish bezel set with 24 brilliants
- 69268 "pyramid" finish bezel set with 28 brilliants
- 69278 "bark" finish bezel
- 69288 "bark" finish bezel set with 12 brilliants

Bracelets:

- 6251/8 Jubilee
- 7204/8 Oyster
- 8153/8 President
- 8211/8 Jubilee, "bark" finish
- 8228/8 President, "bark" finish
- 8570/8 Super President, concealed clasp
- 8571/8 Super Jubilee, concealed clasp
- 9235/8 Super President, concealed clasp, "bark" finish

OYSTER PERPETUAL
LADY-DATEJUST
Ø26mm

69168 69258
69178 69268
69188 69278
69238 69288



29 Jewel
superlative
chronometer
movement

Dial set with
brilliants
available for
all models

18kt White Gold
69179 fluted bezel
69179BIC "bicolore", yellow gold
fluted bezel

69279 "bark" finish bezel

Bracelets:

6251/9 Jubilee

7204/9 Oyster

8153/9 President

8211/9 Jubilee, "bark" finish

8228/9 President, "bark" finish

8270/9 Tridor Super President,
concealed clasp, center
links of white, pink and
yellow gold

8570/9 Super President, concealed
clasp

9235/9 Super President, concealed
clasp, "bark" finish

OYSTER PERPETUAL
LADY-DATEJUST
Ø26mm

69179
69179
69279
BIC



29 Jewel
superlative
chronometer
movement

Dial set
with brilliants
standard on
all models

18kt Yellow Gold

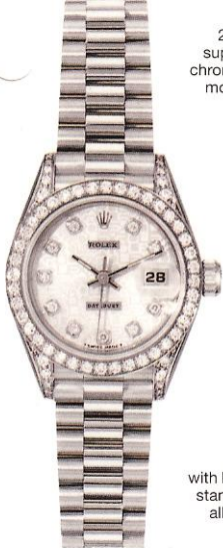
- 69068 bezel set with 32 brilliants and 4 baguette rubies
- 69078 bezel set with 32 brilliants and 4 baguette emeralds
- 69088 bezel set with 32 brilliants and 4 baguette sapphires
- 69128 bezel set with 40 square-cut diamonds
- 69138 bezel set with 40 brilliants
- 69158 bezel set with 40 brilliants, case lugs set with 24 brilliants
- 69198 SAPH, RUBI bezel set with 16 brilliants and 16 oval-cut sapphires or rubies

Bracelets:

- All previously listed for model 69178
- 6451/8 Super Jubilee Karat, concealed clasp, set with 344 brilliants
- 6453/8 Karat, concealed clasp, set with 360 brilliants
- 8470/8 Super President Karat, concealed clasp, set with 460 brilliants
- 8472/8 Karat, concealed clasp, set with 204 brilliants
- 8473/8 Karat, concealed clasp, set with 446 brilliants

OYSTER PERPETUAL
LADY-DATEJUST KARAT
Ø26mm

69068	69138
69078	69158
69088	69198 ^{SAPH}
69128	69198 ^{RUBI}



29 Jewel
superlative
chronometer
movement

Dial set
with brilliants
standard on
all models

18kt White Gold

- 69069 bezel set with 32 brilliants and 4 baguette rubies
- 69079 bezel set with 32 brilliants and 4 baguette emeralds
- 69089 bezel set with 32 brilliants and 4 baguette sapphires
- 69139BIC "bicolore", yellow gold bezel set with 40 brilliants
- 69159 bezel set with 40 brilliants, case lugs set with 24 brilliants

Bracelets:

- All previously listed for model 69179
- 6451/9 Super Jubilee Karat, concealed clasp, set with 344 brilliants
- 6451/9BIC "bicolore," Super Jubilee Karat, concealed clasp, yellow gold center links set with 344 brilliants
- 6453/9 Karat, concealed clasp, set with 360 brilliants
- 8470/9 Super President Karat, concealed clasp, set with 460 brilliants

Platinum

- 69126 bezel set with 40 square-cut diamonds
- 69136 bezel set with 40 brilliants
- 69166 smooth bezel

Bracelets:

- 8470/6 Super President Karat, concealed clasp, set with 460 brilliants
- 8570/6 Super President, concealed clasp

OYSTER PERPETUAL
LADY-DATEJUST KARAT
Ø26mm

69069 69136
69079 69139
69089 69159
69126 69166
BIC



29 Jewel
superlative
chronometer
movement

Dial set
with brilliants
standard for
all models
(except 69318)

18kt Yellow Gold

69298 bezel set with 32 brilliants
69308 BRIL, SAPH, RUBI, EMRO: bezel set
with 40 square-cut diamonds,
sapphires, rubies or emeralds

69318 smooth bezel set with 12 brilliants
Bracelets:

64908 Karat, set with 100 brilliants
72948 Oyster, concealed clasp, exclusive to these models
72948 Tridor Oyster, pink, yellow and white gold
74908 BRIL, SAPH, RUBI, EMRO: Oyster Karat
set with 174 brilliants and 14 diamonds,
sapphires, rubies or emeralds

74948 Oyster Karat, set with 174 brilliants

18kt White Gold

69299 bezel set with 32 brilliants
69309 SAPH ROSE, SAPH CIEL, SAPH JAUNE;
EMRO: bezel set with 40 square-cut rose,
sky blue or yellow sapphires; emeralds

69359 bezel set with 116 brilliants, case lugs
set with 24 brilliants

Bracelets:

64909 Karat, set with 100 brilliants
72949 Oyster, concealed clasp, exclusive
to these models

74909 BRIL: Oyster Karat set with
174 brilliants and 14 diamonds

74949 Oyster Karat, set with 174 brilliants



OYSTER PERPETUAL
LADY-DATEJUST KARAT
Ø29mm

69298 69309
69299 69318
69308 69359

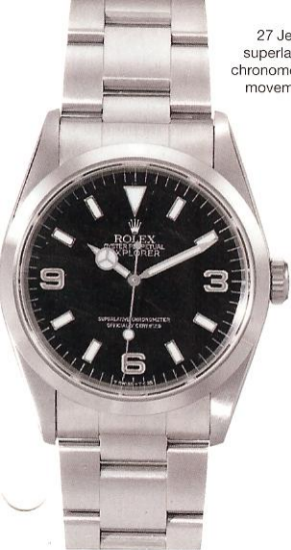
It is very important that the information you give to a prospective customer about Rolex and Tudor watches is correct, and the better and more accurately you are informed, the more likely you are to be successful in making a sale.

These cards are designed to allow you to have at a glance a wealth of basic information on Rolex and Tudor watches. They can be used both for reference while you are actually engaged in selling and as a source of detailed information to commit to memory.

Trademarks:

ROLEX, , OYSTER, PERPETUAL, OYSTERQUARTZ, OYSTER PERPETUAL, OYSTERDATE, OYSTERLOCK, COSMOGRAPH, DATEJUST, DAY-DATE, PRESIDENT, GMT-MASTER, SEA-DWELLER, EXPLORER, SUBMARINER, AIR-KING, TWINLOCK, TRIPLOCK, BENVENUTO CELLINI, YACHT-MASTER, DAYTONA, TUDOR, , DATE + DAY, LADY-SUB, LE ROYER, MINI-SUB, MONARCH, PRINCE, PRINCESS, PRINCE-QUARTZ, PRINCESS-QUARTZ.

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27 Jewel
superlative
chronometer
movement

- Introduced in 1953
 - Large luminous markers on the dial and hands make it easy to read in low light or in very bright light conditions
 - Created for first ascent on Mt. Everest
- Stainless Steel
14270
Bracelets:
78360 Oyster
93150 Oyster Fliplock

OYSTER PERPETUAL
EXPLORER
Ø36mm

14270



31 Jewel
superlative
chronometer
movement

- Introduced in 1972
 - Special case with integral shoulders protecting the winding crown
 - Fixed engraved 24-hour bezel, 24-hour hand and independently adjustable 12-hour hand enables simultaneous display of two separate time zones
 - Large luminous markers on the dial and hands make it easy to read in low light
 - Of special interest to cave explorers out of touch with normal day/night environment
- Stainless Steel

16570

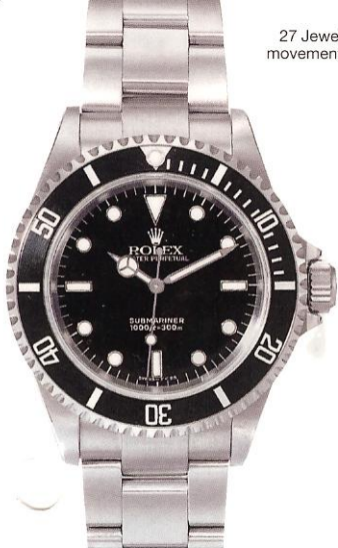
Bracelets:

78360 Oyster

93150 Oyster Fliplock

OYSTER PERPETUAL DATE
EXPLORER II
Ø40mm

16570



27 Jewel
movement

- Introduced in 1953
 - Pressure-proof to 1000ft/300m
 - Special case with integral shoulders protecting the winding crown
 - Triplock winding crown offers an even higher standard of pressure-proofing than the Twinlock
 - Rotatable time-elapse bezel incorporates a ratchet and can only be turned counter-clockwise, thus offering additional security during the various stages of the dive
 - Large luminous markers on the dial and hands make it easy to read in low light conditions
 - Fliplock bracelet features extension links which allow the watch to be worn over a light diving suit and a safety clasp to ensure protection against loss
- Stainless Steel

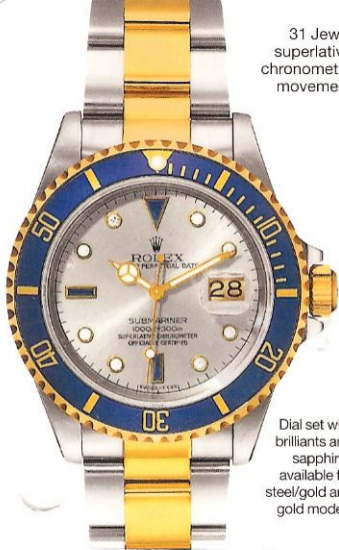
14060 black bezel insert

Bracelet:

93150 Oyster Fliplock

OYSTER PERPETUAL
SUBMARINER
Ø40mm

14060



31 Jewel
superlative
chronometer
movement

- Introduced with date in 1970
- Pressure-proof to 1000ft/300m
- Special case with integral shoulders protecting the winding crown
- Triplock winding crown offers an even higher standard of pressure-proofing than the Twinlock
- Rotatable time-elapse bezel incorporates a ratchet and can only be turned counter-clockwise, thus offering additional security during the various stages of the dive
- Large luminous markers on the dial and hands make it easy to read in low light conditions
- Fliplock bracelet features extension links which allow the watch to be worn over a light diving suit and a safety clasp to help ensure protection against loss

Stainless Steel

16610 black bezel insert

Bracelet: 93150 Oyster Fliplock

Stainless Steel and 18kt Yellow Gold

16613 black or blue bezel insert

Bracelet: 93153 Oyster Fliplock

18kt Yellow Gold

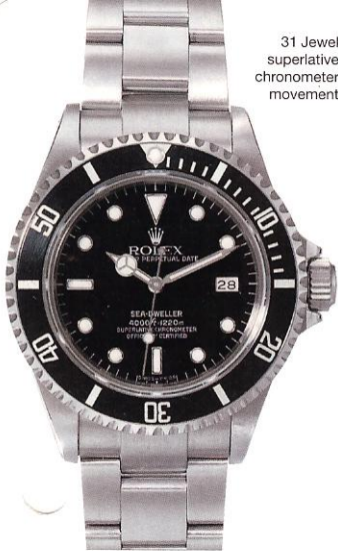
16618 black or blue bezel insert

Bracelet: 92908 Oyster Fliplock

Dial set with
brilliants and
sapphires
available for
steel/gold and
gold models

OYSTER PERPETUAL DATE
SUBMARINER
Ø40mm

16610
16613
16618



31 Jewel
superlative
chronometer
movement

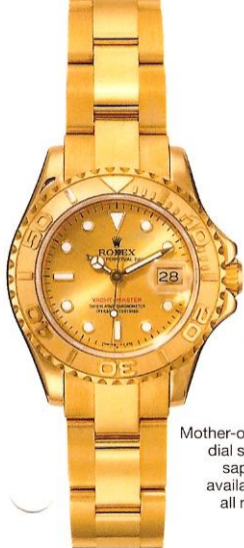
- Introduced in 1971 as the Sea-Dweller 2000 and in 1980 as the Sea-Dweller 4000
 - Pressure-proof to 4000ft/1220m
 - Special case with integral shoulders protecting the winding crown
 - Triplock winding crown offers an even higher standard of pressure-proofing than the Twinlock
 - Rotatable time-elapse bezel incorporates a ratchet and can only be turned counter-clockwise thus offering additional security during the various stages of the dive
 - Patented helium escape valve allows the expanding gases within the Oyster case to be released during the diver's ascent, so that the time piece does not experience explosive decompression
 - Special Oyster Fliplock bracelet features interchangeable extension-links provided with tool kit to allow the watch to be worn over light or heavier diving suits and a safety clasp to ensure protection against loss
 - Large luminous markers on the dial and hands make it easy to read in low light conditions
- Stainless Steel

16600 black bezel insert

Bracelet: 93160 Oyster Fliplock

OYSTER PERPETUAL DATE
SEA-DWELLER 4000
Ø40mm

16600



Mother-of-pearl
dial set with
sapphires
available for
all models

- Introduced in 1992
 - Special case with integral shoulders protecting the winding crown
 - Rotatable time-elapse bezel can be set to mark an appointment, limit of a parking meter, high tide, etc.
 - Oysterlock bracelet incorporates a safety clasp to help ensure protection against loss
- 18kt Yellow Gold

16628 men's, 31 jewel superlative chronometer movement, Triplock winding crown

68628 mid-size, 29 jewel superlative chronometer movement, Twinlock winding crown

69628 ladies' 29 jewel superlative chronometer movement, Twinlock winding crown

Bracelets:

78738 Oysterlock, ladies', for model 69628

78748 Oysterlock, ladies', for model 68628

78758 Oysterlock, men's, for model 68628

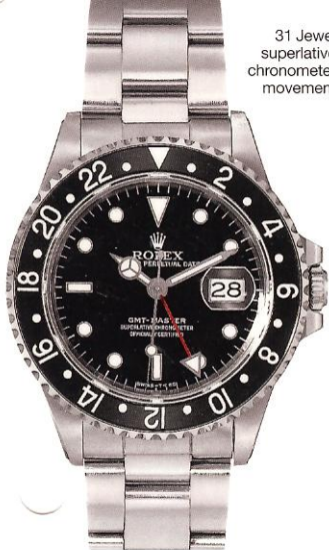
78768 Oysterlock, men's, for model 16628

OYSTER PERPETUAL DATE
YACHT-MASTER

16628 040mm
68628 034mm
69628 029mm

- The normal hour hand goes around once every 12 hours and indicates the time on the dial. The red hand with the triangle tip goes around once every 24 hours and indicates the time on the bezel.
- Usually the GMT-Master will show the time in the place where one lives. In order to register a second time zone, simply rotate the bezel until the time for the chosen location is indicated by the 24-hour hand. The bezel may be rotated clockwise or counter-clockwise. Rotating the bezel does not affect the calendar.
- The rotatable bezel can also be set to mark appointments, the limit of a parking meter, or remind one of high tide. It also allows measurement of elapsed time, such as the duration of an international telephone conversation. When the triangle marker on the rotatable bezel points to the triangle at 12 o'clock on the dial, the 24-hour hand will indicate the same time on the bezel with the added information that it is morning or afternoon, i.e. 4am or 4pm (indicated as 16). Additionally, when the 24-hour hand is pointed in the direction of the sun, the 12 o'clock position will point towards true north allowing the GMT-Master to be used as a compass. East, south and west are indicated by the 3, 6 and 9 o'clock markers respectively.

Note: On the GMT-Master II, the 12 and 24-hour hands must first be synchronized for some of these features.



31 Jewel
superlative
chronometer
movement

- Introduced in 1954
 - Special case with integral shoulders protecting the winding crown
 - Rotatable 24-hour bezel and 24-hour hand enable simultaneous display of exact time in any two separate time zones
 - Normal hour and minute hands are read on dial; 24-hour hand is read against outer bezel
 - The rotatable bezel can also be set to mark an appointment, limit of a parking meter, high-tide, etc.
 - Large luminous markers on the dial and hands make it easy to read in low light conditions
 - Stainless Steel
 - 16700 black or blue/red bezel insert
- Bracelets:
- 62510 Jubilee
 - 78360 Oyster
 - 93150 Oyster Fliplock

OYSTER PERPETUAL DATE
GMT-MASTER
Ø40mm

16700

31 Jewel
 superlative
 chronometer
 movement

- Introduced in 1983
- Special case with integral shoulders protecting the winding crown
- Rotatable 24-hour bezel and hand and independently adjustable 12-hour hand enable simultaneous display of exact time in any two separate time zones
- Normal hour and minute hands are read on dial; 24-hour hand is read against outer bezel
- The rotatable bezel can also be set to mark an appointment, limit of a parking meter, high-tide, etc.
- Large luminous markers on the dial and hands make it easy to read in low light conditions

Stainless Steel

16710 black/burgundy bezel insert

Bracelets:

62510 Jubilee

78360 Oyster

93150 Oyster Fliplock

Stainless Steel and 18kt Yellow Gold

16713 Brown/gold or black bezel insert

Bracelets:

62523 Jubilee

78363 Oyster

93153 Oyster Fliplock

18kt Yellow Gold

16718 brown or black bezel insert

Bracelets:

6311/8 Jubilee

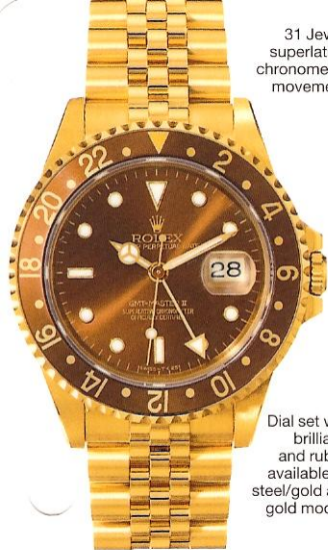
7206/8 Oyster

8386/8 Super Jubilee,

92908 Oyster Fliplock

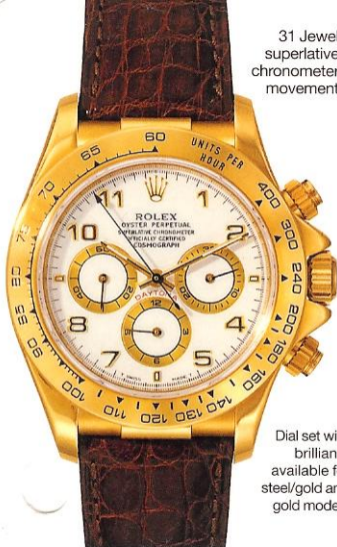
concealed clasp

Dial set with
 brilliants
 and rubies
 available for
 steel/gold and
 gold models



- The normal hour hand goes around once every 12 hours and indicates the time on the dial. The hand with the triangular tip goes around once every 24 hours and indicates the time on the bezel.
- **To synchronize the 12 and 24-hour hands:**
 - 1) Set the bezel so that the triangle is at the 12 o'clock position.
 - 2) Unscrew the crown and pull it out to the first notch.
 - 3) Turn the independent 12-hour hand clockwise until the date jumps.
 - 4) Turn this same hand counter-clockwise until it shows the same time on the dial as indicated by the 24-hour hand on the rotatable bezel. Before noon, it is essential to turn the 12-hour hand counter-clockwise once more around the dial.
 - 5) Proceed with setting the time as normal.*
 - 6) Screw down the crown tightly.
- When travelling, set the independent 12-hour hand to the destination time (forward if traveling east, backward if traveling west).
- The hour hand now indicates local "destination" time on the dial, while "home" time is shown on the bezel by the 24-hour hand. Minutes and seconds are the same in both time zones and are unaffected by the adjustments.
- The rotatable bezel will allow one to register temporarily any third time zone needed in order to make a long distance telephone call at an appropriate time, when making a short visit in a different time zone, etc. To return to the "home" time, simply turn the bezel back so that the bezel triangle points to the triangle at noon on the dial.

*See "Functions of the winding crown" for Oyster Date and Datejust
Additional features: see GMT-Master



31 Jewel
superlative
chronometer
movement

- Special case with integral shoulders protecting the winding crown
 - Triplock winding crown offers an even higher standard of pressure-proofing than the Twinlock
 - Chronograph
 - Engraved bezel calibrated for immediate read-off of hourly speeds, production rates
 - Screw-down push buttons
 - Oysterlock bracelet incorporates a safety clasp to help ensure protection against loss
- Stainless Steel**

16520

Bracelet: 78390 Oysterlock
Stainless Steel and 18kt Yellow Gold

16523

Bracelet: 78393 Oysterlock
18kt Yellow Gold

16518

Strap: STO70 18kt yellow gold deployable
clasp with safety lock on crocodile strap

16528

16568 bezel set with 24 baguette
diamonds

Bracelet: 78398 Oysterlock

Dial set with
brilliants
available for
steel/gold and
gold models

OYSTER PERPETUAL
DAYTONA COSMOGRAPH
Ø40mm

16518 16528
16520 16568
16523



Gourmette • Parentheses • Almond

The Cellini Karat Collection of watches for ladies is designed to have enduring elegance. Inspired by the works of Renaissance artist, craftsman and jeweler, Benvenuto Cellini, all models are 18kt gold with matching bracelets or luxury leather straps.

Available as well for these series are matching jewelry items: rings, earrings, bracelets, and necklaces.

Shown: 2296/8 18kt yellow gold, bezel and curb-chain bracelet set with 92 brilliants, dial set with 3 brilliants. Available with Pleiade dial or Pave dial as well.

Also available: 2296/8 BIC. As above, bracelet in 18kt yellow and white gold.

BENVENUTO CELLINI KARAT COLLECTIONS



Classic • Biseau • Ligne-Douce
Zephyr • Jubilee • Bicolor

The Cellini Classic Collection for men and women display a simple elegance of style. Crafted in 18kt yellow gold, white gold, and in some models a combination of the two. These models are available with strap or matching bracelet.

Shown: 5112/8 18kt yellow gold.

BENVENUTO CELLINI CLASSIC COLLECTIONS



First • Midas First-Smooth
Midas First-Clous de Paris

The Cellini First Collection is a distinctive style of strap and bracelet models for men and women. Crafted in 18kt yellow gold, white gold, and in some models a combination of the two.

Shown: 4350/8 18kt yellow gold

Also available:

4350/8 BIC "bicolore" 18kt yellow
and white gold combination

4350/9 18kt white gold

Classic • Midas First • First • Coin

The Cellini Collection of pocket watches display the same simplicity of excellence as their wristwatch counterparts. All are available in 18kt yellow gold; several styles are also available in 18kt white gold.



Shown:
3759/8 18kt yellow gold.

An 18kt yellow gold chain
is also available: 787/8



8 Jewel
movement

Dial set
with
brilliants
available
on all
models
(except
6631/8,
6633/8)

QUARTZ

This Cellini Collection comprises a beautiful array of new models with quartz movement, crafted from solid 18kt yellow gold. Their soft lines give them an extraordinarily subdued elegance. Ladies':

6621/8 round case

6631/8 rectangular case

6661/8 round case set with 36 brilliants,
integral bracelet

Mid-size:

6622/8 round case

Men's:

6623/8 round case

6633/8 rectangular case

6663/8 round case set with 40 brilliants,
integral bracelet

Bracelets:

Ostrich strap with 18kt gold deployable
clasp Damier, Milanese (except 6631/8
and 6633/8)

BENVENUTO CELLINI
QUARTZ COLLECTION

6621/8 6631/8 6661/8
6622/8 6633/8 6663/8
6623/8



- 25 Jewel Prince rotor self-winding fast-beat movement
 - Quick-date change
 - Pressure-proof to 165ft/50m
 - Twinlock screw-down crown
 - Mineral crystal
- Stainless Steel

72000 smooth bezel

72034 14kt white gold fluted bezel

Bracelets:

6248/0 Jubilee

7835/0 Oyster

Stainless Steel and 14kt Yellow Gold

72033 fluted bezel

Bracelets: Placor middle links

6248/01 Jubilee

7835/01 Oyster

PRINCE
OYSTERDATE
Ø32mm

72000
72033
72034



- 25 Jewel Prince rotor self-winding fast-beat movement
 - Quick-date change
 - Pressure-proof to 165ft/50m
 - Twinlock screw-down crown
 - Mineral crystal
- Stainless Steel

74000 smooth bezel

74010 finely engine-turned bezel
with raised hour markers

74020 engine-turned bezel

74034 14kt white gold fluted bezel

Bracelets:

6248/0 Jubilee

7835/0 Oyster

Stainless Steel and 14kt Yellow Gold

74033 fluted bezel

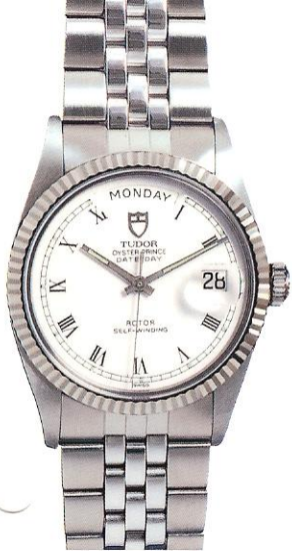
Bracelets: Placor middle links

6248/01 Jubilee

7835/01 Oyster

PRINCE
OYSTERDATE
Ø34mm

74000 74033
74010 74034
74020



- 25 Jewel Prince rotor self-winding fast-beat movement
 - Quick-date change
 - Day of the week shown in full
 - Pressure-proof to 165ft/50m
 - Twinlock screw-down crown
- Stainless Steel

94500 smooth bezel

94510 engine-turned bezel

94614 14kt white gold fluted bezel

Bracelets:

6248/0 Jubilee

7836/0 Oyster

Stainless Steel and 14kt Yellow Gold

94613 fluted bezel

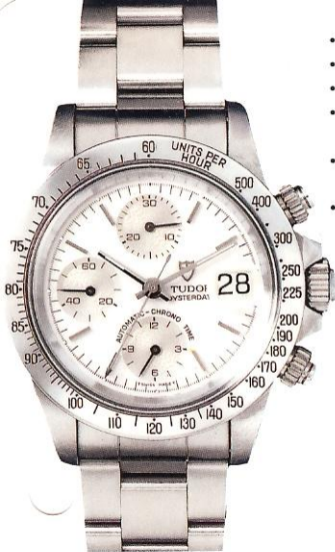
Bracelets: Placor middle links

6248/01 Jubilee

7836/01 Oyster

PRINCE
OYSTER DATE+DAY
Ø36mm

94500 94613
94510 94614



- 17 Jewel self-winding movement
 - Quick-date change
 - Pressure-proof to 165ft/50m
 - Screw-down push buttons and Triplock crown
 - Special case with integral shoulders protecting the winding crown
 - Chronograph recording seconds, minutes and hours
- Stainless Steel

79160 fixed black bezel calibrated to show units per hour or speed

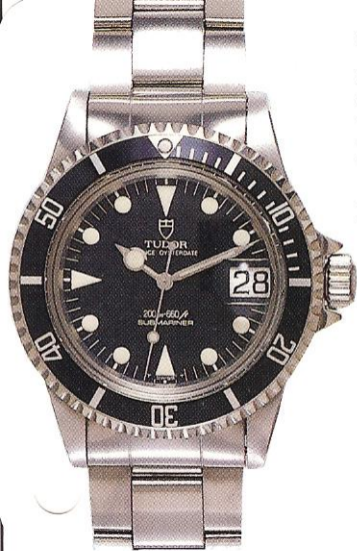
79170 rotatable black bezel graduated 12 hours to show elapsed time

79180 fixed engraved bezel calibrated to show units per hour or speed

Bracelet:
78360 Oyster

PRINCE
OYSTERDATE CHRONOGRAPH
Ø39mm

79160
79170
79180



- 25 Jewel Prince rotor self-winding fast-beat movement
- Quick-date change
- Pressure-proof to 660ft/200m
- Triplock screw-down crown (79090)
- Twinlock screw-down crown (75090)
- Special case with integral shoulders protecting the winding crown
- Rotatable time-elapse bezel
- Large luminous markers on the dial and hands make it easy to read in low light conditions

Stainless Steel

75090 black or blue bezel insert

79090 black or blue bezel insert

Bracelets:

6249/0 Jubilee w/ safety clasp (75090)

7836/0 Oyster (79090)

9315/0 OysterFliplock (features extension links which allow the watch to be worn over a light diving suit and a safety clasp to help ensure protection against loss)

PRINCE
OYSTERDATE SUBMARINER

79090 Ø39mm
75090 Ø35mm



- 25 Jewel Prince rotor self-winding fast-beat movement
- Quick-date change
- Pressure-proof to 660ft/200m
- Twinlock screw-down crown
- Special case with integral shoulders protecting the winding crown
- Rotatable time-elapse bezel
- Large luminous markers on the dial and hands make it easy to read in low light conditions

Stainless Steel

73090 black or blue bezel insert

Bracelets:

6249/0 Jubilee with safety clasp

7837/0 Oyster with safety clasp

Stainless Steel and Gold-filled

73091 black, blue, gold, or white bezel insert

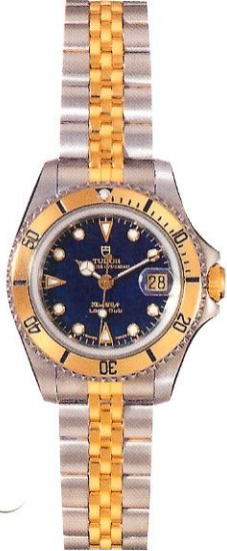
Bracelets: Placor middle links

6249/01 Jubilee with safety clasp

7837/01 Oyster with safety clasp

PRINCE
OYSTERDATE MINI-SUB
Ø33mm

73090
73091



- 25 Jewel Princess rotor self-winding fast-beat movement
- Quick-date change
- Pressure-proof to 660ft/200m
- Twinlock screw-down crown
- Special case with integral shoulders protecting the winding crown
- Rotatable time-elapse bezel incorporates a ratchet and can only be turned counter-clockwise thus offering additional security during the various stages of the dive
- Mineral crystal

Stainless Steel

96090 black, blue, or polished bezel insert

Bracelets:

6248/0 Jubilee

7834/0 Oyster

Stainless Steel and 18kt Yellow Gold

96093 gold bezel insert

Bracelets: Placor middle links

6248/01 Jubilee

7834/01 Oyster

PRINCESS
OYSTERDATE LADY-SUB
Ø26mm

96090
96093



- 25 Jewel Princess rotor self-winding fast-beat movement
 - Quick-date change
 - Pressure-proof to 165ft/50m
 - Twinlock screw-down crown
 - Mineral crystal
- Stainless Steel

92300 smooth bezel

92314 14kt white gold fluted bezel

92400 smooth bezel

92414 14kt white gold fluted bezel

Bracelets:

6248/0 Jubilee

7834/0 Oyster

Stainless Steel and 14kt Yellow Gold

92313 fluted bezel

92413 fluted bezel

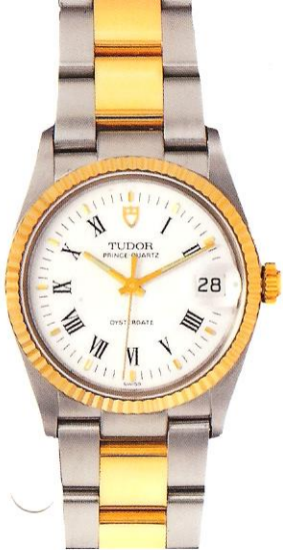
Bracelets: Placor middle links

6248/01 Jubilee

7834/01 Oyster

PRINCESS
OYSTERDATE

92300 92400
92313 92413
92314 92414
Ø22mm Ø25mm



- 6 Jewel Prince quartz movement (32,768 Hz frequency, accurate to two minutes per year)
- Quick-date change
- Pressure-proof to 165ft/50m
- Twinlock screw-down crown
- Mineral crystal

Stainless Steel

84100 smooth bezel

84134 14kt white gold fluted bezel

84140 engine-turned bezel

Bracelet:

78370 Integral Oyster

Stainless Steel and 14kt Yellow Gold

84133 fluted bezel

Bracelet: Placor middle links

78370/01 Integral Oyster

PRINCE
QUARTZ OYSTERDATE
Ø34mm

84100 84133
84140 84134



- 7 Jewel Princess quartz movement (32,768 Hz frequency, accurate to two minutes per year)
- Quick-date change
- Pressure-proof to 165ft/50m
- Twinlock screw-down crown
- Mineral crystal

Stainless Steel

85000 smooth bezel

85034 14kt white gold fluted bezel

85040 engine-turned bezel

Bracelet:

78380 Integral Oyster

Stainless Steel and 14kt Yellow Gold

85033 fluted bezel

Bracelet: Placor middle links

78380/01 Integral Oyster

PRINCESS
QUARTZ OYSTERDATE
Ø25mm

85000 85033
85040 85034



Dial set
with brilliants
available for
steel/gold
models

- 6 Jewel Tudor customized quartz movement
- Quick-date change
- Pressure-proof to 165ft/50m
- Synthetic sapphire crystal
- Screw-down crown
- Finely engraved bezel
- Integral bracelet of special design

Stainless Steel

15630 Men's

15730 Mid-size

15830 Ladies'

Bracelets:

50180 (15630)

50160 (15730)

50120 (15830)

Stainless Steel and 18kt Yellow Gold

15633 Men's

15733 Mid-size

15833 Ladies'

Bracelets: 18kt gold middle links

50183 (15633)

50163 (15733)

50123 (15833)

MONARCH QUARTZ

15630 15730 15830
15633 15733 15833
Ø36mm Ø33mm Ø26mm



Dial set
with brilliants
available for
steel/gold
models

- 6 Jewel Tudor customized quartz movement
- Quick-date change
- Pressure-proof to 165ft/50m
- Synthetic sapphire crystal
- Screw-down crown
- Rotatable time-elapse bezel incorporates a ratchet and can only be turned counter-clockwise
- Integral bracelet of special design

Stainless Steel

15650 Men's
15750 Mid-size
15850 Ladies'

Bracelets:

50180 (15650)
50160 (15750)
50120 (15850)

Stainless Steel and 18kt Yellow Gold

15653 Men's
15753 Mid-size
15853 Ladies'

Bracelets: 18kt gold middle links

50183 (15653)
50163 (15753)
50123 (15853)

MONARCH II QUARTZ™

15650 15750 15850
15653 15753 15853
Ø36mm Ø33mm Ø26mm



Dial set
with brilliants
available for
steel/gold
model

- High frequency quartz movement
 - Quick-date change
 - Pressure-proof to 165ft/50m
 - Synthetic sapphire crystal
 - Screw-down crown
 - Calibrated bezel for easy reading of speed, production rates, etc.
 - Integral bracelet of special design
- Stainless Steel

15900

Bracelet:

50180

Stainless Steel and 18kt Yellow Gold

15903

Bracelet: 18kt gold middle links

50183

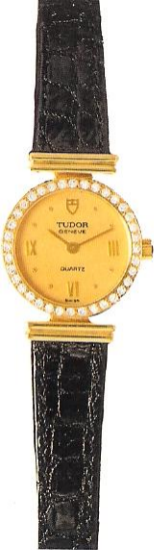
MONARCH CHRONOGRAPH QUARTZ
Ø36mm

15900
15903



- Yellow gold-plated dress models for men and ladies
- All models protected from dust and humidity by special joints and seals
- Mineral crystal
- Leather strap
- Quartz movement
- Date display
15011/1 men's
15539/1 ladies'

TUDOR LE ROYER



The range of 18kt yellow gold Tudor dress watches for ladies with quartz movements includes models with or without diamond set bezels. All have luxury leather straps and mineral crystal.

15528/8

15530/8

15533/8 bezel set with 36 brilliants

15534/8 bezel set with 36 brilliants

Men's 18kt yellow gold Tudor dress watch is also available with quartz movement, luxury leather strap and mineral crystal.

15008/8

LADIES' AND MEN'S
TUDOR DRESS