



	1957	1970	Aug-73	Mar-75	Jul-77	Oct-78	Feb-80	Mar-82	Jun-84	Aug-86	Feb-88	Feb-89	Sep-92	Sep-96	Feb-04	Feb-05
AirKing	-	-	\$187	\$240	\$295	\$480	\$550	\$625	\$740	\$825	\$1,050	\$1,600	\$1,750	\$2,200	\$3,050	\$3,250
Air King - 114200	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Explorer I - 1016/114270	-	\$210	\$260	\$360	\$425	\$635	\$735	\$795	\$890	\$975	\$1,275	\$1,750	\$2,100	\$2,625	\$3,525	\$3,750
Explorer I - 214270	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Explorer II -1655/16570	-	-	\$386	\$455	\$515	\$775	\$875	\$950	\$1,225	\$1,360	\$1,750	\$2,400	\$2,750	\$3,275	\$4,175	\$4,450
Explorer II -216570	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Milgauss Ref - 1019	-	\$245	-	\$370	-	-	\$725	-	-	-	\$1,350	-	-	-	-	-
Milgauss -116400	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Milgauss - 116400 GV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Stainless DateJust - 116200 (Oyster Bracelet)	\$255	\$255	\$345	\$435	\$495	\$725	\$985	\$1,075	\$1,200	\$1,360	\$1,776	\$2,350	\$2,500	\$2,975	\$3,575	\$3,800
Stainless and Fluted Gold Bezel DateJust - Jubilee 116234	-	-	\$432	\$675	\$776	\$1,100	\$1,600	\$1,775	\$2,100	\$2,300	\$2,950	\$3,500	\$3,600	\$4,200	\$4,650	\$5,000
Steel and Gold Datejust TT - 116233 Jubilee	\$360	\$360	\$510	\$775	\$895	\$1,260	\$2,100	\$2,325	\$2,575	\$2,800	\$3,550	\$4,350	\$4,500	\$5,300	\$5,775	\$7,325
Stainless & White/Yellow Gold Bezel Turn-O-Graph - Oyster 116264	-	-	\$535	\$800	\$945	\$1,475	\$2,175	\$2,495	\$2,875	\$2,975	\$3,760	\$4,550	\$4,700	\$5,775	\$5,775	\$5,900
Two-tone Turn-O-Graph - Jubilee 116263	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Two-tone Turn-O-Graph - Oyster 116263	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Stainless DateJust II - 41mm Oyster - 116334	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Stainless DateJust II - 41mm Oyster Two-Tone - 116333	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Submariner (no date) - 5513/14060/14060(M)	\$150	\$230	-	\$355	-	-	\$950	-	-	-	\$1,450	-	\$2,000	\$2,800	-	-
Submariner (no date) -114060	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Stainless Submariner Date - 1680/16610	\$180	-	\$385	\$470	\$585	\$875	\$950	\$1,175	\$1,325	\$1,575	\$1,975	\$2,500	\$2,850	\$3,350	\$4,250	\$4,525
Stainless & Gold Submariner -16613	-	-	-	-	-	-	-	-	\$2,975	\$3,100	\$3,900	\$4,750	\$5,000	\$5,800	\$6,675	\$7,100
Anniv. Submariner - 16610LV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Stainless Submariner Date - 116610N (black)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Stainless Submariner Date - 116610V (green)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
18K Submariner - 1680/16618	-	-	\$2,000	\$3,825	\$4,125	\$5,800	\$8,950	\$9,950	\$10,850	\$11,500	\$14,260	\$16,950	\$17,250	\$19,250	\$19,750	\$20,850



	1957	1970	Aug-73	Mar-75	Jul-77	Oct-78	Feb-80	Mar-82	Jun-84	Aug-86	Feb-88	Feb-89	Sep-92	Sep-96	Feb-04	Feb-05
18K Submariner - 116619 White Gold	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
18K Submariner - 116618 Yellow Gold	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SeaDweller - 1665/16600	-	-	-	\$550	-	-	\$995	-	-	-	\$2,050	-	\$2,750	\$3,600	\$4,450	-
SeaDweller Deep Sea (DSSP) - 116660	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SS/Plat Yachtmaster - 16622	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SS/Plat Yachtmaster - 116622	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SS/Plat Yachtmaster - 116622 w/platinum dial	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yachtmaster II - White Gold - 116689	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Stainless GMT I - 1675/16700	\$240	\$255	\$343	\$450	\$525	\$795	\$900	\$1,055	\$1,200	\$1,450	\$1,750	\$2,400	\$2,750	\$3,300	-	-
Stainless GMT II - 16710 T/A/B	-	-	-	-	-	-	-	-	-	\$1,625	\$2,075	\$2,850	\$3,500	\$3,500	\$4,250	\$4,525
Stainless and Gold GMT II - 16713	-	-	\$535	\$800	\$920	\$1,360	\$2,150	\$2,525	\$2,875	\$3,100	\$3,900	\$4,850	\$5,650	\$5,475	\$6,600	\$7,025
Anniv. Stainless GMTII - 116710 LN	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Anniv. Stainless-Gold GMT II - 116713 LN	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Anniv. Gold GMT II LN -116718	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Stainless Daytona - 116520	-	-	\$386	\$500	\$580	\$695	\$995	\$1,050	\$1,125	\$1,175	\$2,350	\$3,250	\$3,850	\$5,100	\$6,550	\$6,975
White Gold Daytona - 116509	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pink Gold Daytona - 116505	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
14K Oyster Date	-	-	\$575	\$975	\$2,050	\$2,770	\$4,100	\$5,650	\$6,200	\$8,325	-	-	-	-	-	-
18K Day-Date Presidential - 1803/118208	-	-	\$1,850	\$3,300	\$3,600	\$5,250	\$7,950	\$8,850	\$9,450	\$11,700	\$13,750	\$13,750	\$13,950	\$15,900	\$19,300	\$20,550
Yellow Gold Day-Date Presidential - 218238	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
White Gold Day-Date Presidential - 218239	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Platinum Day-Date Presidential - 218206	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Stainless Lady Date - 176234	-	-	\$312	\$400	\$475	\$725	\$925	\$995	\$1,125	\$1,325	\$1,685	\$2,100	\$2,300	\$2,675	\$3,325	\$3,525
18K Lady Datejust - 179168 Jubilee	-	-	\$1,425	\$2,300	\$2,500	\$3,750	\$5,750	\$5,750	\$6,450	\$8,750	\$8,350	\$10,250	\$10,450	\$11,750	\$14,400	\$15,350
18K EveroseLady Datejust - 179165 President Bracelet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



	Oct-06	Mar-07	Mar-08	Oct-08	Sept-10	May-11	Jun-12
AirKing	\$3,625	-	-	-	-	-	-
Air King - 114200	-	\$3,800	\$4,250	\$4,250	\$4,600	\$4,950	\$5,050
Explorer I - 1016/114270	\$4,250	\$4,525	\$4,925	\$5,050	-	-	-
Explorer I - 214270	-	-	-	-	\$5,725	\$6,200	\$6,550
Explorer II -1655/16570	\$5,000	\$5,000	\$5,750	\$5,925	\$6,325	-	-
Explorer II -216570	-	-	-	-	-	\$7,750	\$8,100
Milgauss Ref - 1019	-	-	-	-	-	-	-
Milgauss -116400	-	\$5,900	\$6,200	\$6,200	\$6,600	\$7,150	\$7,650
Milgauss - 116400 GV	-	\$6,250	\$6,575	\$6,575	\$7,075	\$7,650	\$8,200
Stainless DateJust - 116200 (Oyster Bracelet)	\$4,950	\$4,950	\$5,450	\$6,600	\$5,825	\$6,300	\$6,600
Stainless and Fluted Gold Bezel DateJust - Jubilee 116234	\$5,200	\$5,800	\$6,500	\$7,950	\$6,975	\$7,550	\$7,950
Steel and Gold Datejust TT - 116233 Jubilee	\$8,025	\$8,025	\$8,750	\$8,750	\$9,300	\$10,100	\$10,900
Stainless & White/Yellow Gold Bezel Turn-O-Graph - Oyster 116264	\$5,900	\$5,900	\$6,775	\$6,875	\$7,075	\$7,650	-
Two-tone Turn-O-Graph - Jubilee 116263	\$7,500	\$7,800	\$9,125	\$9,125	\$9,500	\$10,400	\$10,400
Two-tone Turn-O-Graph - Oyster 116263	\$7,800	\$8,175	\$8,750	\$8,750	\$9,125	\$9,900	\$9,900
Stainless DateJust II - 41mm Oyster - 116334	-	-	-	-	\$7,950	\$9,100	\$9,100
Stainless DateJust II - 41mm Oyster Two-Tone - 116333	-	-	-	-	\$10,000	\$11,650	\$11,650
Submariner (no date) - 5513/14060/14060(M)	\$3,800	\$4,525	\$5,300	\$5,450	\$5,825	-	\$6,300
Submariner (no date) -114060	-	-	-	-	-	-	\$7,500
Stainless Submariner Date - 1680/16610	\$5,175	\$5,175	\$5,850	\$6,000	-	-	-
Stainless & Gold Submariner -16613	\$7,825	\$7,825	9,050	\$9,300	-	-	-
Anniv. Submariner - 16610LV	\$4,875	\$5,525	\$6,225	\$6,400	-	-	-
Stainless Submariner Date - 116610N (black)	-	-	-	\$7,250*	\$7,375	\$8,000	\$8,550
Stainless Submariner Date - 116610V (green)	-	-	-	\$7,725*	\$7,875	\$8,550	\$9,050
18K Submariner - 1680/16618	\$23,100	\$23,100	\$25,250	\$27,500	-	-	-



	Oct-06	Mar-07	Mar-08	Oct-08	Sept-10	May-11	Jun-12
18K Submariner - 116619 White Gold	-	-	\$29,850	\$29,850	\$31,350	\$34,000	\$36,850
18K Submariner - 116618 Yellow Gold	-	-	\$27,250	\$27,500	\$28,850	\$31,300	\$34,250
SeaDweller - 1665/16600	\$4,700	\$5,375	\$6,225	\$6,400	-	-	-
SeaDweller Deep Sea (DSSP) - 116660	-	-	\$8,975	\$9,250	\$9,800	\$10,650	\$12,050
SS/Plat Yachtmaster - 16622	\$7,850	\$8,325	\$9,175	\$9,450	\$10,350	\$11,200	\$11,650
SS/Plat Yachtmaster - 116622	-	-	-	-	-	-	\$11,500
SS/Plat Yachtmaster - 116622 w/platinum dial	-	-	-	-	-	-	\$12,350
Yachtmaster II - White Gold - 116689	-	-	-	-	\$40,400	\$43,700	\$43,700
Stainless GMT I - 1675/16700	-	-	-	-	-	-	-
Stainless GMT II - 16710 T/A/B	\$5,075	\$5,075	\$5,750	-	-	-	-
Stainless and Gold GMT II - 16713	\$8,925	\$8,925	-	-	-	-	-
Anniv. Stainless GMTII - 116710 LN	\$5,950	\$5,950	\$6,825	\$7,000	\$7,275	\$7,900	\$8,450
Anniv. Stainless-Gold GMT II - 116713 LN	\$8,900	\$8,925	\$10,050	\$10,350	\$10,875	\$11,750	\$13,000
Anniv. Gold GMT II LN -116718	\$22,750	\$22,750	\$25,550	\$25,550	\$27,200	\$29,500	\$33,250
Stainless Daytona - 116520	\$7,900	\$7,900	\$9,200	\$9,925	\$10,400	\$11,250	\$12,000
White Gold Daytona - 116509	\$25,550	\$27,990	\$30,750	\$30,750	\$32,050	\$34,700	\$37,450
Pink Gold Daytona - 116505	-	-	\$30,700	\$30,700	\$32,050	\$34,700	\$37,450
14K Oyster Date	-	-	-	-	-	-	-
18K Day-Date Presidential - 1803/118208	\$22,450	\$22,450	\$23,300	\$24,750	\$24,900	\$27,000	\$29,650
Yellow Gold Day-Date Presidential - 218238	-	-	\$27,650	\$27,65	\$29,500	\$32,000	\$34,850
White Gold Day-Date Presidential - 218239	-	-	\$30,200	\$30,200	\$32,050	\$34,750	\$37,550
Platinum Day-Date Presidential - 218206	-	-	\$51,050	\$51,050	\$55,400	\$60,000	\$62,500
Stainless Lady Date - 176234	\$3,575	\$3,575	\$4,850	\$4,850	\$5,225	\$5,700	\$7,850
18K Lady Datejust - 179168 Jubilee	\$17,700	\$17,700	\$18,400	\$18,400	\$19,550	\$20,600	-
18K EveroseLady Datejust - 179165 President Bracelet	-	-	-	-	-	-	\$26,050
	<i>* Reflects Basel May 2010 MSRP</i>						