WATCHES FROM IWC 2011/12
CRAFTSMANSHIP MADE IN SCHAFFHAUSEN

Technical details
The “jewels” (often referred to as rubies) used in wristwatches are not genuine precious stones. Designed to reduce friction as well as mechanical wear and tear, they are made of industrial-standard rubies and are used mainly for bearings, levers and detents, as well as parts of the escapement. Generally speaking, the material used for watch jewels today is synthetically manufactured ruby. The reason for this is that it has practically the same physical and chemical properties as naturally occurring rubies but is purer and has a more homogeneous crystalline structure.

Technical and other specifications may change without notice, and all models and product lines are subject to availability. The information provided here refers exclusively to the model named or is of a general nature. In view of the high level of manual craftsmanship involved, heights and other specifications are subject to production tolerances.

The IWC Vintage Collection is a contemporary reinterpretation of selected classic IWC watch models. The term Breguet spring refers to the name of its inventor, Abraham Louis Breguet (1747–1823).

The illustrations in this catalogue may show watches with customized or special features that are available only at additional cost upon request.

Not all the watches in this catalogue are shown in their original size. For printing-related reasons, there may be deviations in the colours of the watches illustrated. The stamp shown on the inside of the Santoni leather straps may also differ from the original. It should also be noted that when natural materials are used (e. g. leather) differences in colour and appearance cannot be excluded. Natural materials are not suitable for use in and under water.

The position of tool recesses and engravings on screw-in back covers may vary from watch to watch.

* IWC Schaffhausen is not the owner of the Glucydur®, Nivaflex®, Plexiglas® and Super-LumiNova® trademarks.
** The Aquatimer bracelet quick-change system was developed by IWC under a patent license from Cartier.

Annual Edition 2011/12, effective from April 2011

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PRECISION TECHNOLOGY WITH MEDITERRANEAN FLAIR

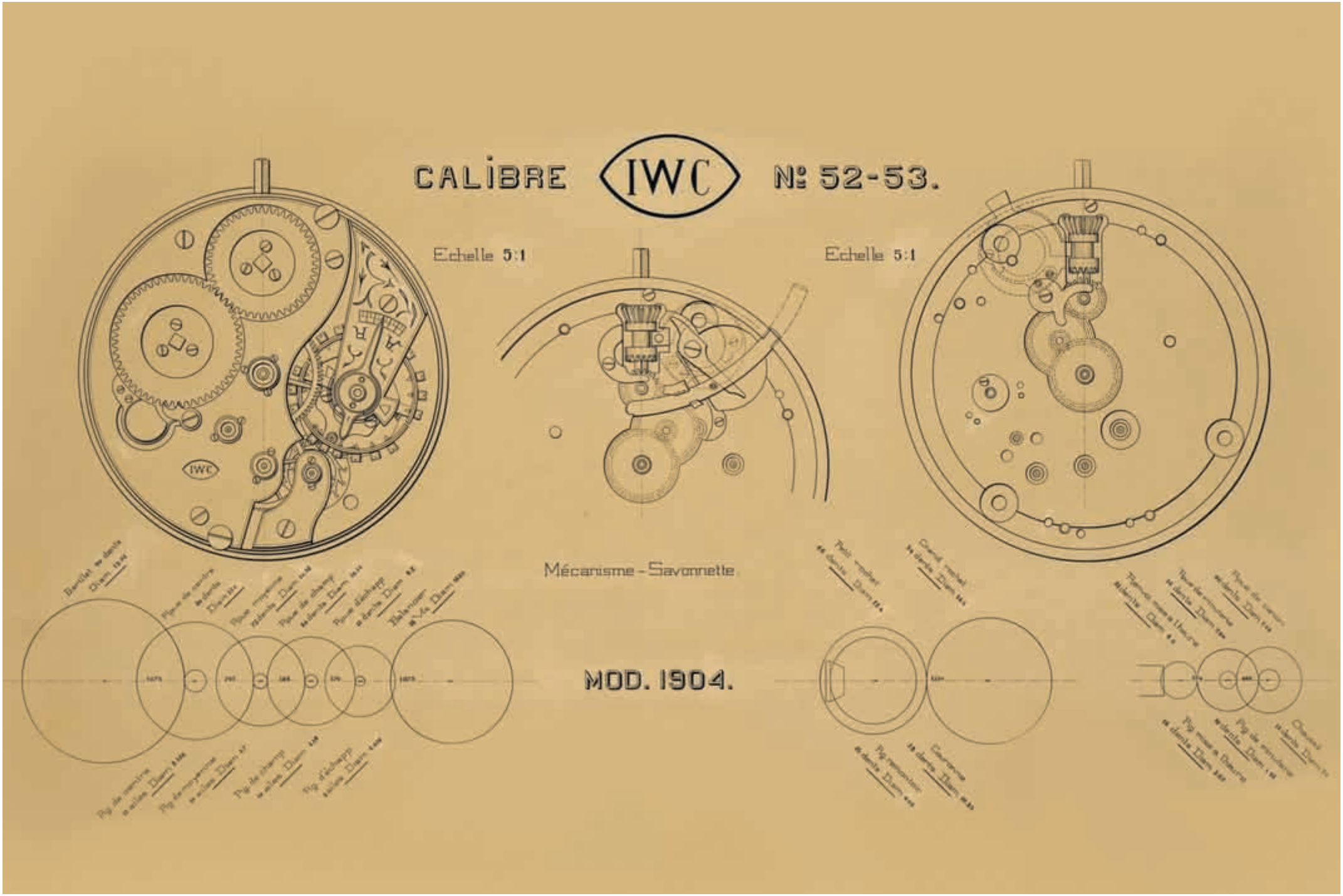
In the 1950s, the romantic little harbour town of Portofino on the Italian Riviera was the haunt of many Hollywood stars and artists, and rapidly became a favourite gathering place for the international jet set. They loved the authentic, relaxed atmosphere of the unspoilt, natural setting. With its picturesque harbour, narrow lanes and colourful little houses, it was a charming contrast to the cosmopolitan world of the rich and famous. In the 1960s, Portofino attracted the big names from the Italian film industry, and today epitomizes the easy-going southern European lifestyle. So, it seems only logical that in the 1980s Portofino should have given its name to a beautifully balanced line of classic watches which, like no other IWC watch family, so stylishly blends elegance and understatement. Its ongoing success has shown that there are many watch lovers who prefer objects of timeless beauty as opposed to short-lived fashion trends. The watch, with its three hands, is an unambiguous statement of the Portofino philosophy: discreet, self-assured and, quite simply, perfect. This year, the Portofino line has been extended to include the improved Automatic and Chronograph models as well as two completely new timepieces. In the case of the Portofino Hand-Wound Eight Days, with its newly developed 59210 calibre, winding the movement will be a pleasure reserved especially for the weekend. The Portofino Dual Time, with its second time display, is an attractive way for frequent flyers and international business travellers to keep their bearings whilst they are on the move. Both watches are supplied with elaborately finished alligator leather straps from the House of Santoni. The new Portofino watch collection therefore perfectly unites Swiss precision with the inimitably Italian love of life, state-of-the-art engineering and traditional craftsmanship.

Look forward to discovering tried and tested IWC quality in a new guise: Probus Scafusia “all’italiana”.

We wish you many hours of pleasant and relaxed reading with this Annual Edition.

Yours IWC Schaffhausen

Right: A film-set high above the roofs of Portofino – in the 1950s and 1960s the small Italian port town was a magnet for the big names of the silver screen at home and abroad


CALIBRE IWC N: 52-53.
Echelle 5:1
Echelle 5:1
Mécanisme - Savonnette
MOD. 1904.

AMERICAN PIONEERING SPIRIT MEETS SWISS TRADITION

Roaring masses of water plunge over the rocky cliffs that make up the world-famous Rhine Falls. A few kilometres upstream, in Schaffhausen, the Rhine glides at a leisurely pace past the workshop windows of IWC. Here, over 140 years ago, a company began a story that is still being written today.

American engineer and watchmaker Florentine Ariosto Jones learnt the watchmaker's trade from scratch. At the tender age of 27, he was appointed deputy director and production manager of the E. Howard Watch and Clock Co. in Boston, which was then a leading American watchmaker. At that time, the American market appeared to have a virtually insatiable hunger for quality watches and its watch production methods were amongst the most modern in the world. What it lacked was skilled, qualified local labour and this led to rising wages. By contrast, the conditions prevailing in Switzerland for American watch manufacturers were almost perfect: low wages, a plentiful supply of skilled craftsmen and an enormous production capacity. Jones crossed the Atlantic planning to combine the excellence of Switzerland's craftsmen with modern engineering from abroad and a generous helping of pioneering spirit in order to make top-quality watches for the American market. The locals in Geneva and the remote valleys of the Jura in French-speaking Switzerland, however, reacted sceptically to his proposal. Since the 17th century, they had been working from their homes or in tiny workshops. Jones, on the other hand, was dreaming of building a modern factory with centralized production.

At this time, Schaffhausen at the north-eastern tip of the country could reflect on a long clock-making tradition. The first mechanical clock ever mentioned in the records was made wayback in 1409 at the Rheinau Monastery, 10 kilometres

Top: The founder of IWC Schaffhausen, Florentine Ariosto Jones
Right: An example of a Jones calibre, named after IWC's founder, approximately 1875

further down the Rhine. It had been produced for the Church of St. John in Schaffhausen. There are also official records of a clockmakers' guild in the town from 1583, and it was home to the famed Habrecht family of clockmakers, who built one of history's most outstanding astronomical clocks for Strasbourg cathedral. Nevertheless, it was Jones's plan to manufacture relatively large numbers of high-quality watches in-house to precisely the same tolerances which enabled these watches made in Schaffhausen to become famous all over the world.

In Schaffhausen, Jones found all he needed to turn his plans into reality, including a hydro station powered by the Rhine. The electricity it generated was transmitted directly, via shafts and long cables, to the newly built factory and supplied the power needed to drive the machines. The railway line to Schaffhausen had been completed in 1857, so it was no wonder that the town was enjoying an economic boom. For the man from Boston, it was a case of being in precisely the right place at the right time and, in 1868, F. A. Jones founded his watch factory: the International Watch Co. (IWC).

Left: Various skill and precision instruments are the tools an IWC watchmaker uses as he positions the rotor onto the case
Top: IWC's historic headquarters with its modern East and West Annexes and the IWC museum


SIXTY · EIGHT HOURS
THIRTY EIG
(38) JEWEL
SWISS MADE - 3283
INTERNATIONAL WATCH

THE QUEST FOR TECHNICAL PERFECTION IS PART OF THE COMPANY'S PHILOSOPHY

Trailblazing technology from Schaffhausen

The development and continuous improvement of movements, functional displays and cases has been part of IWC's philosophy since 1868. Complications such as perpetual calendars, tourbillons and minute repeaters are not only historically significant achievements in the art of watchmaking but also the fruit of the company's in-house design and development efforts. In order to meet its demanding, self-imposed quality standards, IWC has its own completely equipped and dedicated laboratory.

From the Jones calibre to the Pellaton winding system

The company's excellent reputation was established right from the start with the very first Jones calibre named after the founder of IWC. Its many outstanding features included a compensating balance, a Breguet spring and an elongated index to facilitate precision adjustment of the watch's rate. Towards the end of the 19th century, IWC used its 64-calibre ladies' pocket watch movement in its first wristwatches. The first real wristwatch movements – the 75 calibre, which had no seconds display, and the 76 calibre with its small seconds – followed in 1915. In 1946, the 89 calibre, the first design to come from IWC's technical director of the time, Albert Pellaton, made a deep impression with its exceptionally precise rate. Pellaton's masterpiece – IWC's first automatic movement featuring the winding system that still bears his name – appeared in 1950.

Left: Original hour and minute discs from the Pallweber watch of 1885. With this model, IWC launched the first pocket watch with a perfectly choreographed jumping digital display

IWC CALIBRES: THE GREAT LEGACY OF THE IWC POCKET WATCHES

CALIBRE	HEIGHT	DIAMETER BASIC MOVEMENT	FREQUENCY[a]	JEWELS	WINDING[b]	POWER RESERVE	DATE	SPECIAL FEATURES	REFERENCES
50000-calibre family									
51011	7.6 mm	37.8 mm	21,600 A/h / 3 Hz	42	S	7 days	X		5001
51111	7.6 mm	37.8 mm	21,600 A/h / 3 Hz	42	S	7 days	X		5004
51113	7.6 mm	37.8 mm	21,600 A/h / 3 Hz	42	S	7 days	X		5005
51613	9.1 mm	37.8 mm	21,600 A/h / 3 Hz	62	S	7 days	X	Perpetual calendar, classic moon phase	5023
51614	9.1 mm	37.8 mm	21,600 A/h / 3 Hz	63	S	7 days	X	Perpetual calendar, double moon phases	5032, 5026
51900	9.0 mm	37.8 mm	19,800 A/h / 2.75 Hz	44	S	7 days	X	Tourbillon, retrograde date	5044
59000-calibre family									
59210	5.8 mm	37.8 mm	28,800 A/h / 4 Hz	30	H	8 days	X		5101
80000-calibre family									
80110	7.3 mm	30 mm	28,800 A/h / 4 Hz	28	S	44 hr	X		3236
80111	7.3 mm	30 mm	28,800 A/h / 4 Hz	28	S	44 hr	X		3231, 3233, 5461
89000-calibre family									
89360	7.5 mm	30 mm	28,800 A/h / 4 Hz	40	S	68 hr	X	Chronograph	3764, 3766, 3769
89361	7.5 mm	30 mm	28,800 A/h / 4 Hz	38	S	68 hr	X	Chronograph	3764, 3769, 3784, 3902
89800	9.9 mm	37 mm	28,800 A/h / 4 Hz	52	S	68 hr	X	Chronograph, digital perpetual calendar	3761
98000-calibre family									
98295	4.7 mm	37.8 mm	18,000 A/h / 2.5 Hz	18	H	46 hr			5445, 5454
98300	4.7 mm	37.8 mm	18,000 A/h / 2.5 Hz	18	H	46 hr			3254, 5454
98800	6.1 mm	37.8 mm	18,000 A/h / 2.5 Hz	18	H	46 hr		Classic moon phase	5448
98900	4.7 mm	37.8 mm	28,800 A/h / 4 Hz	21	H	54 hr		Tourbillon	5447
98950	8.9 mm	37.8 mm	18,000 A/h / 2.5 Hz	52	H	46 hr		Minute repeater	5449

[a] A/h = alternances à l'heure = beats per hour [b] S = self-winding, H = hand-wound

The 50000-calibre family

The 50000-calibre family represents a wide range of different movements that have one thing above all in common: their unmistakably large dimensions.

They feature some of the best ideas ever to appear in an automatic movement (among them the legendary Pellaton winding system) together with a balance and Breguet spring for maximum precision. Apart from this, the IWC 50000-calibre family with its seven-day power reserve represents a giant leap forward in the history of automatic movements: 1,960 complete revolutions of the rotor wind the movement for a full seven days.

Left: The newly developed 59210 calibre found in the Portofino Hand-Wound Eight Days, which has just appeared for the first time, draws on a power reserve of more than a week before it stops automatically
Top: The voluminous, IWC-manufactured 51011 calibre is used in the Portuguese Automatic. With a spring-mounted rotor and Pellaton pawl-winding system it is a member of the 50000-calibre family and has a power reserve of seven days

The 59000-calibre family

The newly developed 59210 calibre for the Portofino Hand-Wound Eight Days is firmly in the tradition of the 50000-calibre family. It is large, precise and reliable.

The watchmakers from Schaffhausen spent two years working on this movement. The IWC-manufactured 59210 calibre is the first IWC hand-wound movement to feature an eight-day power reserve. Strictly speaking, it is nine days, but the extra day in reserve ensures that the movement maintains as constant a driving torque as possible and continues to run precisely. The movement is stopped mechanically before the reduced torque can cause it to start running inaccurately. This also means that the owner is safe if he winds the movement once a week. The indexless balance with a frequency of 28,800 beats per hour helps to ensure high-level precision, as does the Breguet spring with its traditionally bent overcoil. The movement also features a power-reserve display, a date display and a small hacking seconds.

Top: The reverse side of the 59210 calibre with its exquisite Geneva stripe patterning. The barrel bridge supports the winding mechanism, barrel and differential, while the display wheel bridge with its "Probus Scafusia" engraving holds the power reserve display

The 80000-calibre family

The Pellaton winding system is the cornerstone not only of the 50000-calibre family but also of the 80000-calibre family. In addition, it constitutes a point of departure for innovations in watchmaking technology. Continuous improvements, occasioned by the use of new materials, for instance, have led to a significant increase in its service life. The 85 calibre became part of the legend of ultra robust watches.

One of the most rugged movements ever manufactured by IWC was the 80110 calibre, unveiled in 2005. It offers maximum protection against abrasion and other defects, is easily accessed for servicing and has been continuously improved in terms of reliability and shock absorption. Tough and attractive by equal measure, the IWC-manufactured 80111 calibre is featured in References 3231, 3233 and 5461 of the IWC Vintage Collection, where it can be viewed through a transparent sapphire-glass back.

Top: Even under extreme situations, the reliability and precision of the Ingenieur Automatic Mission Earth are guaranteed by the rugged 80110 calibre. It features an integrated shock-absorption system that protects the rotor bearing

The 89000-calibre family

Developed and manufactured completely by IWC in Schaffhausen, the 89360-calibre chronograph movement (and its successor, the 89361) features a significantly improved self-winding system and sets new watchmaking standards. The design, which occupied an IWC development team for a full four years, was necessitated by a revolutionary chronograph display that enables the user to read off even relatively long times – 8 hours and 52 minutes, for example – at a glance: a circular totalizer combines the hour and minute counters as if they were a watch within a watch.

Apart from this, the winding system now has four instead of two pawls to transmit the energy developed by the rotor, increasing the mechanism's efficiency by a noticeable 30 percent. After further development, the movement was known as the 89800 calibre and used for the large digital date and month displays in the Da Vinci Perpetual Calendar Digital Date-Month.

Top: The IWC-manufactured 89361-calibre movement turns a trailblazing invention into reality: a chronograph display that enables stopped hours and minutes to be read off as easily as the time of day

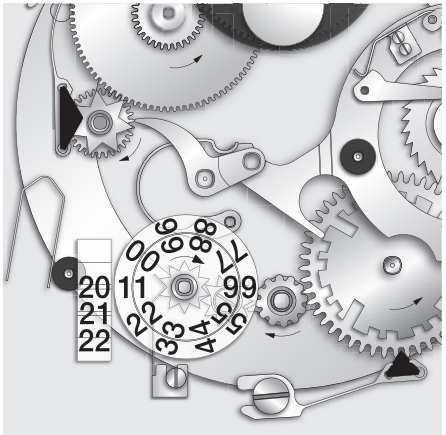
The 98000-calibre family

The 98 calibre, which was manufactured from the mid-1930s for the hunter pocket watch, has been regularly improved by IWC for over 80 years. Since it is so ideally suited for large hand-wound wristwatches, it is no coincidence that it is very closely associated with the story of the Portuguese wristwatches. One of the highlights in the calibre's history was the anniversary Portuguese wristwatch unveiled in 1993 with the 9828 calibre, which among other things featured a balance with shock-resistance.

Combining an elongated index on the one hand with high-precision adjustment cams on the balance arms and a modern shock-proofing system on the other, the 98290 calibre first used in the Portuguese F. A. Jones in 2005, combines tradition and technological progress. Calibres from the 98000-calibre family are also found in some of the watches in the current IWC Vintage Collection as well as in the Portuguese Hand-Wound models and the Portuguese Tourbillon Hand-Wound.

Top: The IWC-manufactured 98295 calibre with design cues from the first Jones movements: these include an elongated index (the "Jones arrow"), which facilitates quick, easy adjustment of the effective balance spring length, and a three-quarter bridge decorated with Geneva stripes

IWC COMPLICATIONS: MASTERPIECES OF HAUTE HORLOGERIE

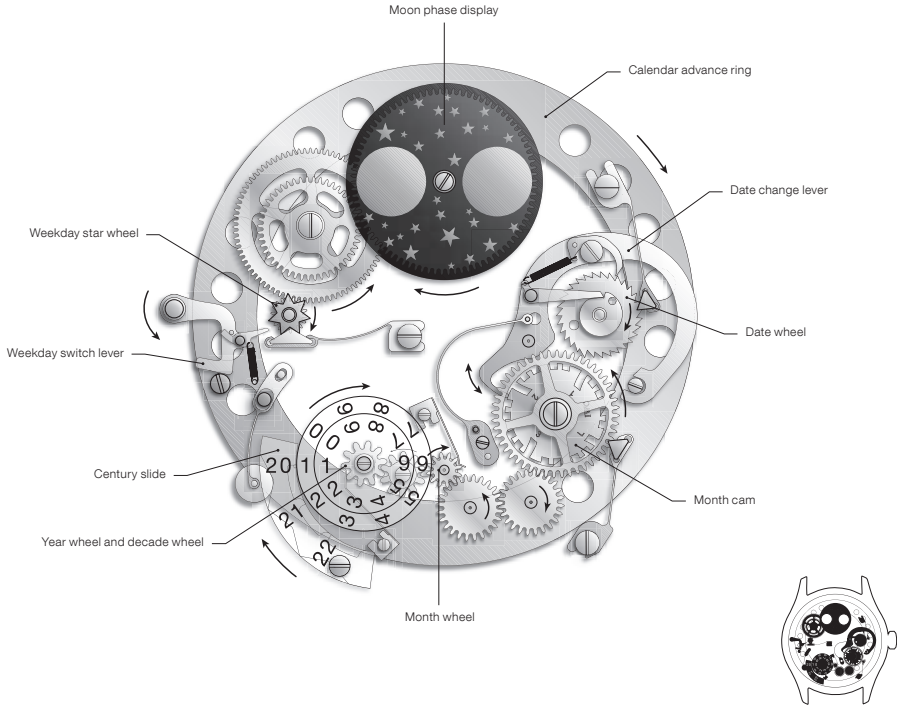


The in-house perpetual calendar from Schaffhausen

The design of the perpetual calendar was a feat of watchmaking genius that finally paved the way for IWC's entry into the world of Haute Horlogerie. A mechanical masterpiece, it takes into account all the complexities of the leap years; in other words, it recognizes all the years that can be divided, without remainder, by four (e.g. 2012), as well as the centuries that can only be divided, likewise without remainder, by 400 (e.g. 2400). These leap years all have a 29th day in February. Years at the turn of the century that leave a remainder when divided by 400 – the next ones are 2100, 2200 and 2300 – are not leap years. In cases like these, calendars with an analogue display will need to be advanced by one day on 1 March by a watchmaker. Calendars with a digital display can be adjusted by the owner.

The perpetual calendar's century slide with an analogue display turns each new century into a major event. The current century slide bears the numbers 20, 21 and 22 and will thus come to the end of its service life on 31 December 2299; but even now, IWC supplies the century slide bearing the figures 22, 23 and 24 for the years 2200 to 2499.

Top: The IWC perpetual calendar also takes the leap years into account: the century slide supplied with the watch will go on showing the year correctly until 31 December 2499

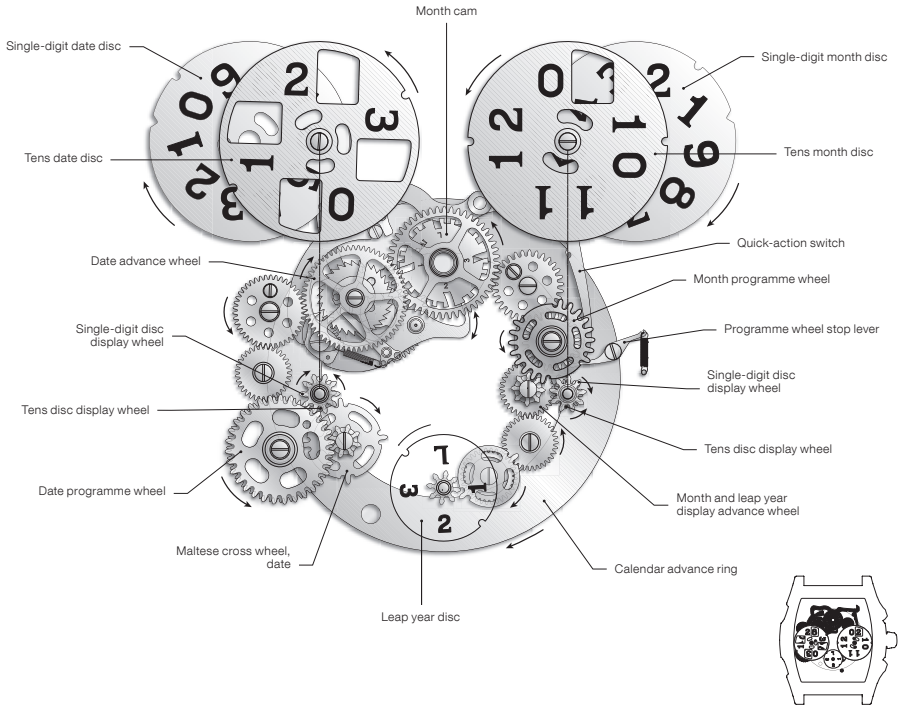


Analogue date and moon phase displays

Analogue date displays with hands have a long tradition in IWC watches featuring perpetual calendars. In the case of the Portuguese Perpetual Calendar, for instance, the date, day and month are to be found on three subdials and, thanks to the clear layout, are extremely easy to read.

The classic moon phase display – regardless of whether it is a single moon, or a double one for the northern and southern hemispheres – is based on discs and is usually found at "12 o'clock". The moon phase displays used in the Grande Complication and the Da Vinci Perpetual Calendar Edition Kurt Klaus are astonishingly accurate and deviate by just 0.002 percent, or one day, in 122 years. The Portuguese Perpetual Calendar is even more precise. Larger moon phase wheels with different numbers of teeth reduce the deviation so drastically that a future inheritor of the watch would theoretically need to take it to a watchmaker to have it adjusted by only one day in 577.5 years.

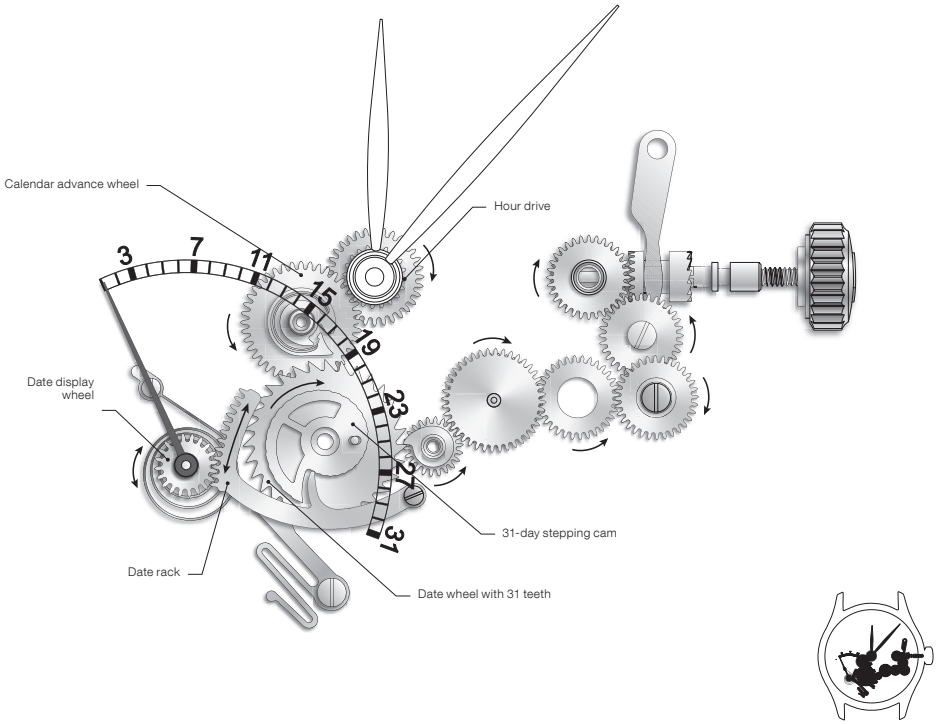
Top: The calendar module of the Portuguese Perpetual Calendar. The century slide moves through an angle of 26 degrees – or by 1.2 millimetres – after the balance completes 25.2 billion beats



Digital date display

IWC produced the first "digital" watches in its history as early as 1884. The "Pallweber watches", as they were known, displayed the hours and minutes using numerals, while the seconds were shown in analogue form with a hand. In 2009, IWC unveiled a surprise for watch lovers in the form of a newly developed perpetual calendar movement (cf. page 128), which shows not only the date but also – for the first time in an IWC watch – the month in large numerals. The energy required to advance the month display discs is built up continuously throughout the month by a quick-action switch. A spring-loaded lever on the quick-action switch is lifted a tiny bit further each day by a cam. At the end of the month, the tension in the spring has reached its maximum, and it is time for all that energy to be released; the quick-action switch jumps instantaneously to its starting position and advances both of the month display discs individually, or together, by one position, depending on the month. On 31 December, the leap year disc is also advanced at the same time.

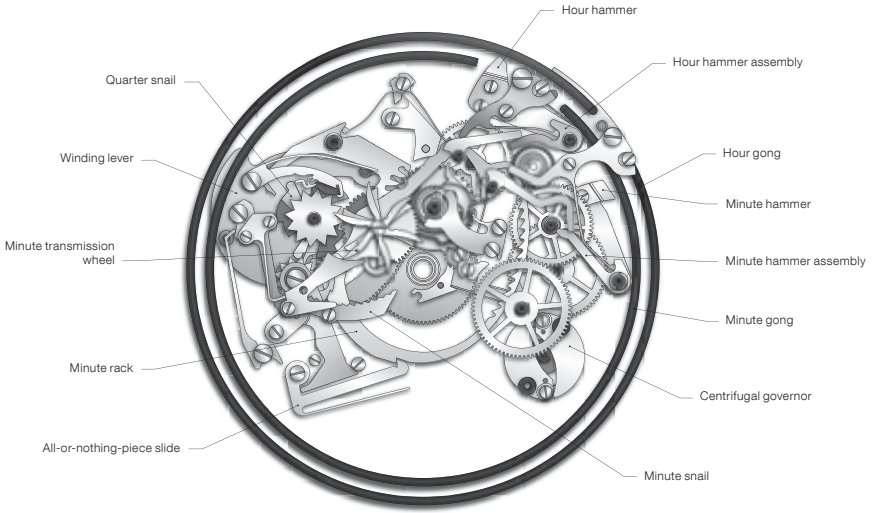
Top: The Da Vinci Perpetual Calendar Digital Date-Month shows the date and month in large numerals



Retrograde display

In the new, retrograde date display, the hand reverts automatically to "one" after the 31st of the previous month. Its name is explained by the fact that it does so in an anticlockwise direction. In months with fewer than 31 days or when the watch has not been used for a while, the date display can be advanced rapidly using the crown and jumps back to the first of the month. This does not involve resetting the time. This unusual type of display not only gives the wearer a very special feel for time; unlike a classic date disc, it has the additional advantage that it does not conceal the cantilever-mounted tourbillon in the new Portuguese Tourbillon Mystère Rétrograde. Last but not least, the moment at the end of each month when the large hand reverts instantaneously to its starting position is a remarkable event in itself.

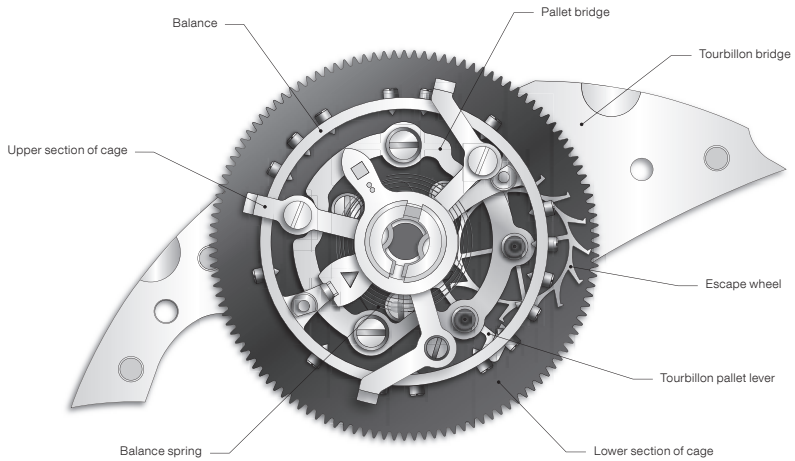
Top: The spring of the date display wheel is tightened via the snail-shaped cam and its rack. After the 31 days have elapsed or – as shown here – by activating the rapid-advance mechanism via the crown, the feeler on the rack jumps from the outer to the inner surface of the cam. The spring is no longer under tension and allows the date hand to jump back to "one"



Minute repeater

It took 50,000 hours to develop the highly complex minute repeater strike train for the Grande Complication and the Portuguese Minute Repeater. It is operated by an eye-catching repeating slide on the left-hand side of the case and chimes out the time in crystal-clear tones: the hours on the lower-pitched of the two gongs, followed by a double strike on both gongs for the quarters and finally a single strike on the higher-pitched gong for the minutes. Every gong is individually handmade and carefully tuned for pitch and tonal purity. The all-or-nothing piece, as it is known, ensures that the mechanism will never chime out an incomplete – and thus incorrect – series of acoustic tones even if the repeating slide is released too early.

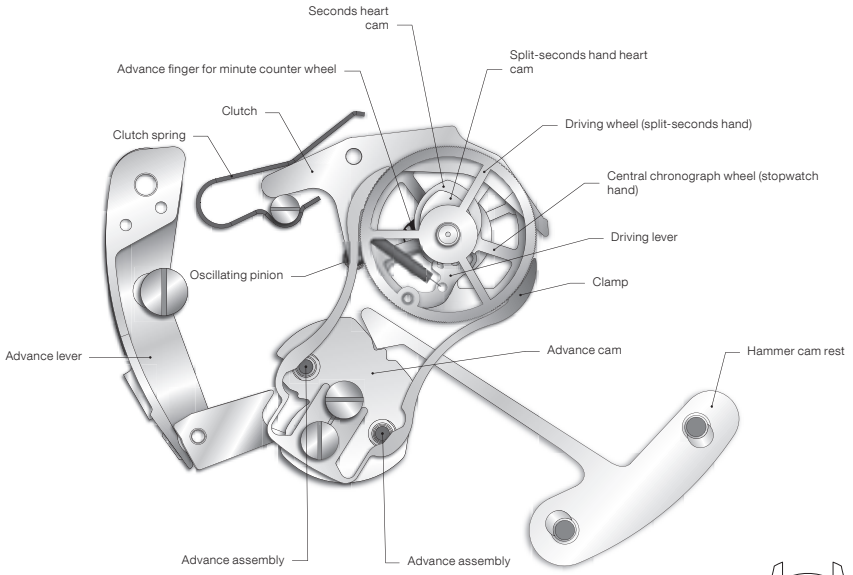
Left: One of the miracles of Haute Horlogerie is when a mass of individual components – here the ones found in the Portuguese Minute Repeater – are assembled to form a perfect whole
Top: The minute repeater chimes out the time in hours, quarters and minutes whenever required



Tourbillon

The tourbillon – or, as it literally translates, the "whirlwind" – has long been considered the ultimate achievement in mechanical watchmaking. Originally, this most exclusive of all watch complications was intended to offset the gravitational error inevitable in an oscillating system with a balance and spring by distributing the error evenly over a single plane. The solution: to put the balance, pallets and escape wheel in a tiny cage that would then rotate around its own axis once every minute. The construction of this mechanism represents an enormous challenge, and results in a filigree work of art consisting of 82 parts. In the Portuguese Tourbillon Mystère Rétrograde, the tourbillon at "12 o'clock" appears to come alive and is the focal point of the entire dial.

Top: The tourbillon mechanism, a filigree construction consisting of 82 parts



Rattrapante

The word "rattrapante" describes the split-seconds hand on a chronograph, which catches up with the primary chronograph hand. Unlike a standard chronograph, the split-seconds chronograph has two hands that start simultaneously. The rattrapante or split-seconds hand, which is superimposed on the stopwatch hand, can be stopped independently using a third push-button at "10 o'clock", while the stopwatch hand continues to run. This permits the user to record two separate times, exact to the second, within any given minute. If the third button is pushed again, the split-seconds hand instantaneously catches up and is synchronized with the other hand. The process can be repeated as often as desired.

Top: In a rattrapante mechanism, the split-seconds hand starts off in phase with the chronograph hand but can be stopped at any time and then synchronized with the latter simply by pushing the button again, making it ideal for recording lap times and intermediate times

IWC CASES: EXQUISITE MATERIALS AND EFFECTIVE PROTECTION

Materials

Only the very finest precious metals are used in IWC watch cases. Of all these, platinum, a discreet, rare and heavy metal with a fineness of 95 percent, is the purest.

Gold, a timeless precious metal of lasting value, is the embodiment of luxury and elegance. For its collections, IWC uses 18-carat gold, containing 75 percent of the pure metal. Since pure gold would be too soft for use in a watch case, it is alloyed with other metals, which also gives it the desired colour: palladium for white gold, or silver and copper for yellow, rose and red gold (the higher the copper content in these alloys, the darker the material). Stainless steel is an extraordinarily durable material and, when used in IWC cases, unusually resistant to corrosion.

In 1980, IWC became the first watchmaking company to launch a chronograph in a titanium case. Apart from their attractiveness as design features, titanium and special titanium alloys are particularly suitable for cases and bracelets because they weigh approximately 50 percent less than stainless steel, are totally corrosion-resistant, do not irritate the skin and are highly nonmagnetic. IWC also pioneered the use of ceramics for the watch industry and, in 1986, released the first Da Vinci in a coloured zirconium oxide case. No other material is able to withstand such high temperatures or such mechanical and chemical extremes. Both materials – titanium and ceramic – are brought together in the Da Vinci Chronograph Ceramic.

Left: Case manufacture and assembly place enormously high demands on IWC's watchmakers. The case blanks are milled to tolerances of tenths of a millimetre and meticulously finished by hand

Protection against magnetic fields
Some models from the Pilot's Watches and Ingenieur family offer the movement optimum protection against the effects of external magnetic fields in the form of a soft-iron inner case. The inner back plate, casing ring and dial are made from pure iron and are particularly adept at conducting magnetic flux lines around the movement. This guarantees maximum precision in magnetic fields, in both normal and extreme situations.

Depending on the model in question, the protection provided here – of up to 80,000 amperes per metre – exceeds the Swiss norm for antimagnetic watches by more than sixteenfold.

Top: The a) dial, b) casing ring and c) inner back plate of the case form a soft-iron cage

Water-resistance
The water-resistance of IWC watches is shown in bar and not in metres. Metres, which are often used elsewhere in the watch industry to indicate water-resistance, cannot be equated with the dive depth because of the test procedures that are frequently used.

By way of explanation: an IWC watch with an indicated water-resistance of 1 bar is protected against superficial water splashes. With water-resistance of 3 bar, the watch can be worn when swimming or skiing[1], and at 6 bar it will have no problem with water sports or snorkelling[2]. Diver's watches with an indicated water-resistance of 12 to 20 bar are professional measuring instruments designed for scuba-diving. Special diver's watches resistant to 100 bar or, as in the case of the Aquatimer Automatic 2000, 200 bar are suitable even for deep-sea diving.

[1] Caution on strap
[2] Crown is secured, i. e. screwed down

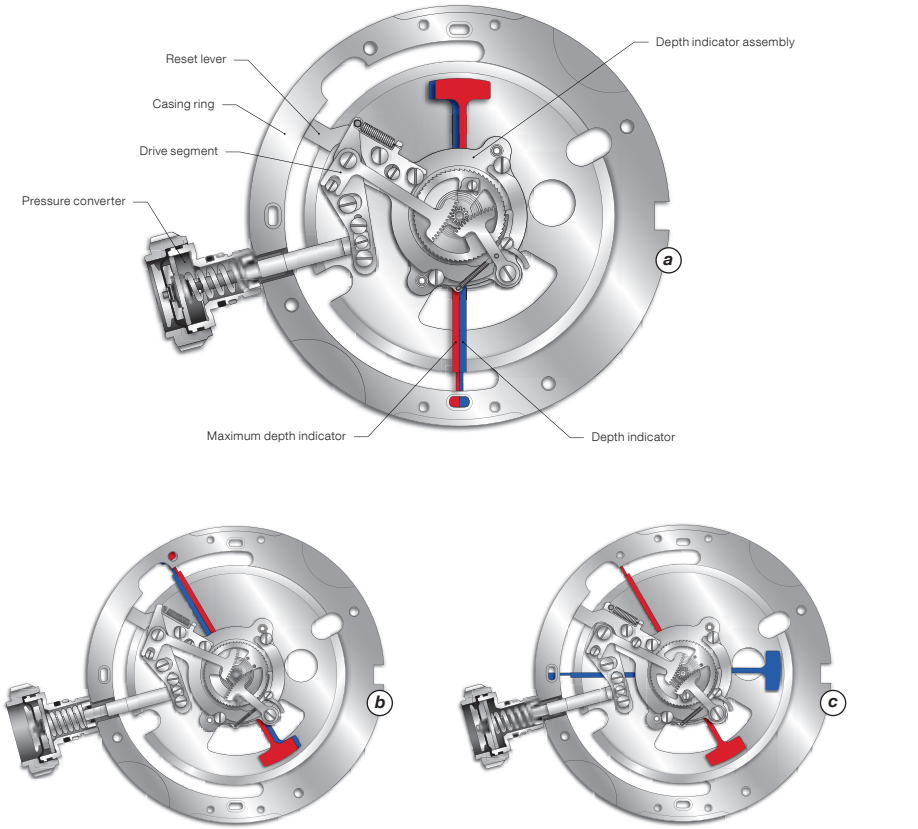
Top: The glass, case and back cover of the watch offer effective protection against water, dust and other external influences

Depth gauge

With the further-developed depth gauge mechanism, the Aquatimer Deep Two is able to display actual and maximum depths during a dive (down to 50 metres).

The pressure metering system is housed in a crown on the left-hand side of the case. Water pressure enters the system through miniscule holes in the cover of the depth gauge crown, where it acts upon a spring membrane and pushes a shaft towards the interior of the case. This movement is transmitted through a system of levers and moves the gauge's two indicators at the centre of the watch. While the blue indicator moves to show current dive depth, the red one remains at the maximum depth attained in the course of the dive, prevented by a pawl from returning to its original position. The maximum depth indicator can be reset to zero by pressing a button next to the depth gauge crown.

Top: The Aquatimer Deep Two is a professional instrument for divers
Right: The illustration shows the depth gauge mechanism as seen from the movement side, with the dial below



The Aquatimer Deep Two's depth gauge shows current depth and records the maximum depth attained during a dive:
a) *during the descent, both hands move to the targeted dive depth*
b) *the red indicator shows the maximum dive depth (up to 50 metres) and remains in place*
c) *during the ascent, the movements of the blue indicator are dictated by actual dive depth*

Glasses

IWC attaches enormous importance to the suitability of its watches for everyday use. For this reason, the material exclusively used in its current models for front and see-through back covers is sapphire glass.

With a hardness grade of 9 on Mohs' scale, it is harder than any other type of glass and topped only by diamond. The glass is made of synthetically manufactured sapphire, which makes it extremely scratch-resistant and less sensitive to impact than quartz (Mohs 7) or apatite (Mohs 5). Sapphire glasses are first ground into shape and then polished. There are some case designs for which IWC uses domed glasses with a highly arched edge. The antireflective coating reduces glare and gives the wearer a crystal-clear view of the dial or watch movement.

Top: The glass of some Aquatimer watches is up to 3.7 millimetres thick

IWC BRACELETS: MAXIMUM COMFORT IN WEAR AND PREMIUM QUALITY

Bracelet systems

The metal bracelet system is based on a sophisticated combination of hinged links and fixing bolts. This mechanism permits wearers to adjust the length of a metal bracelet themselves simply by adding or removing individual links.

Even more practical is the bracelet quick-change system** for the Aquatimer family. With this, changing from a metal bracelet to a rubber or hook-and-loop strap is fast and effortless. The connecting links of the various types of wristband are mutually compatible, which means that metal bracelets, rubber straps and hook-and-loop straps can be attached to the same case. Finger pressure releases a catch on the inside of the wristband, and an audible click is heard as the connecting link of the new type of wristband slots into position.

The metal bracelets of the Da Vinci watch family are equipped with a special fine-adjustment mechanism that enables the wearer to slightly alter the length of the bracelet at any time. All it requires is gentle pressure on the button at the centre of the cover on the clasp and a gentle tug on the bracelet. This compensates for slight variations in wrist girth and makes the watch more comfortable to wear.

*Top: ** The Aquatimer bracelet quick-change system was developed by IWC under a patent license from Cartier*

Straps for Portofino watches

The Portofino Dual Time and the Portofino Hand-Wound Eight Days watches are fitted with exquisite alligator leather straps from the House of Santoni. One of the secrets of Santoni's success is the nuanced coloration of the leather. Elaborately finished by hand, every strap from Santoni has an exclusive patina-like shimmer with its own individual nuances of colour. To achieve this, the upper surface of the leather is polished with a selection of different pastes until it assumes the desired shade and sheen.

Founded in Corridonia, Italy, in 1975, the family-owned company is now managed by the second generation, in particular Giuseppe Santoni. Elegant luxury footwear, leather straps and leather accessories by Santoni are examples of craftsmanship at its most consummate. Today, Santoni has its own boutiques in Tokyo, Moscow, Milan, Turin, Cannes, Doha, Baku and Beijing.

The Portofino models in steel cases are also available with high-quality Milanese mesh bracelets made of finely interwoven metal links, in the elegant style of the 1960s. These combine the ruggedness of a metal bracelet with the flexibility and comfort of a leather strap.

SIX PIONEERS IN THE HISTORY OF IWC

In 2008, on the occasion of its 140th birthday, IWC took six iconic models from the company's long history and updated them as contemporary reinterpretations, equipped with modern, IWC-manufactured hand-wound and automatic movements. Where fidelity to the historic originals was required, they are fitted with hand-wound pocket watch movements based on IWC's legendary 98 calibre, in production for longer than any other movement. These have been modified to include certain elements from the very earliest Jones movements. The striking dome shape of the front glass on three of the models is likewise reminiscent of the design of the historic originals. Each of the six timepieces is based on the model that inspired one of the company's current families of watches.

In the mid-1930s, IWC's Pilot's Watches ushered in the age of high-performance watches. In the early days of flying, timepieces designed for use in aircraft had to contend with strong vibrations, wildly fluctuating temperatures and magnetic fields. Pilots needed precise, robust wristwatches that would satisfy all these requirements. In 1936, IWC launched its first "IWC Special Pilot's Watch". With its black dial and luminescent hands and numerals, the watch drew unmistakably on highly legible navigating instruments and established the cockpit-style design that has become a standard feature of classical pilot's watches. The rotating bezel with its luminescent arrowhead index helped pilots to set their maximum flying time. Seals made of lead in the stainless-steel case protected the movement, the 83 calibre, against dust.

The first Portuguese watch from IWC, manufactured in 1939, is one of watchmaking's genuine legends. It owes its name and existence to two Portuguese watch importers who approached the company in the late 1930s requesting a wristwatch in a steel case. The watch they had in mind would be as precise as a marine chronometer – a requirement that before then could only have been met by a pocket watch movement. Taking the superb 74-calibre bar movement as a starting point, IWC made a hunter-style wristwatch. The hunter was a natural choice, because its crown – like that of a wristwatch – is located on the right-hand side of the case instead of at the top, as in the case of Lépine open-face pocket watches. As the first pocket-watch style wristwatch, the Portuguese set a precedent for the giant-sized wristwatches that are popular today. And, as the founder of an illustrious IWC watch family, it is one of the more important figures in the company's history.

Right: The historic watch models, from top, clockwise: Aquatimer Automatic, 1967; Ingenieur Automatic, 1955; Portuguese, 1939; Da Vinci, Beta 21 calibre, 1969; "IWC Special Pilot's Watch", 1936; centre: Portofino, 1984

In many respects the Ingenieur Automatic, which appeared in 1955, was a quantum leap in watchmaking. The aim was to make a perfectly protected, high-precision watch, wound solely by movements of the wearer's arm. It was achieved in an exemplary fashion with the Pellaton pawl-winding system patented in the early 1950s. In order to conduct magnetic fields around the outside of the watch, the new automatic movement was combined with the case technology used for the Pilot's Watch Mark 11 and housed in an additional soft-iron inner case with a soft-iron dial. It meant that professionals like engineers, technicians and doctors, whose work brought them into contact with magnetic fields, could rely on their watches at all times. Today, the Ingenieur watch family is the epitome of tough, functional watches designed to withstand water, impacts, vibrations and temperature changes.

Man's dream of diving is probably as old as his dream of flying. In the 1960s, a growing fascination with the underwater world spawned an unprecedented number of attempts to explore it systematically. Now it was the job of the watchmaking industry to develop diver's watches that were water-resistant, robust and, above all, reliable; for correctly timing a dive was key to the health – or even the life – of the diver. In 1967, IWC unveiled the Aquatimer. Water-resistant

to 20 bar, the company's first diver's watch founded a watch family whose success has continued unabated to this day. One of the critical features from the start was an internal rotating bezel that was set using a second crown situated at "4 o'clock". The rotating bezel on the current Aquatimer models has undergone further development and is now located outside the case.

The story of the Da Vinci family comprises a technological revolution, a major setback and, more recently, a triumph. In the mid-1960s, IWC and other companies developed a quartz wristwatch movement, the Beta 21 calibre or, as IWC

called it, the 2001 calibre. It was used in the very first Da Vinci in 1969. Although quartz revolutionized the world of watchmaking, Swiss companies specialized in the manufacture of complex mechanical watches and could do little to combat the cheap, mass-produced articles flooding the market from the Far East. It was in these circumstances that IWC was drawn increasingly by the fascination of pure mechanics. And the Da Vinci watch generation of 1985 set IWC's mechanical watches on course for a series of world-shattering triumphs.

In the 1970s and early 80s, the market was dominated by complex watches inspired by art and design. Despite this, IWC noted that there was a steady demand for simple, classical models. It resulted in the birth of a watch family that is both timeless and elegant and that has remained the unassuming star of the IWC collection to this day: the Portofino, first unveiled in 1984. The Reference 5251 pocket watch movement, remodelled for use on the wrist, made no attempt to conceal its direct descent from IWC's Lépine open-face pocket watches. On the contrary: a glass back cover provided a clear view of the extremely slim original 9521-calibre pocket watch movement. The very first Portofino owes another special feature to its open-face ancestry: the moon phase and seconds displays are located at "3" and "9 o'clock", respectively, because the winding stem and small seconds hand in this type of movement are always in line. The first model, with its yellow gold case and goldstone moon phase display, was produced unchanged in a very small series until the late 1990s.

The IWC Vintage Collection is available in platinum, 18-carat white gold, 18-carat rose gold and stainless steel.

Top: Of the IWC Vintage Collection watches, the Ingenieur, Aquatimer and Da Vinci models are equipped with an automatic movement from the 80000-calibre family

Top: Hand-wound movements from the 98000-calibre family are featured in the IWC Vintage Collection's Pilot's Watch, Portuguese and Portofino models


IWC
IWC Vintage Collection · Jubilee Edition 1868-2008
Limited Edition 001/140
IWC

SINCE 1936: THE MOTHER OF ALL IWC PILOT'S WATCHES

The fact that the modern interpretation bears such an uncanny resemblance to the "mother of all IWC Pilot's Watches" is no coincidence: the classical cockpit-like look of the design, with its luminescent hands and numerals and black dial, has remained unchanged to this day. From a technical point of view, the Pilot's Watch Hand-Wound, with its rotating bezel and arrowhead index, represents the state of the art: instead of the original 83 calibre, the new version from the IWC Vintage Collection features a pocket watch movement from the 98000-calibre family – hand-wound with a large screw balance and Breguet spring. The basic calibre stems from the 1930s and has been series-produced for longer than most other IWC movements. Through the see-through sapphire-glass back, you can see two technical features reminiscent of the first Jones calibres of 1868: the decorated nickel-silver three-quarter bridge and the Jones arrow. The elongated index served IWC's founder as a means of adjusting the balance's oscillating frequency and has remained a hallmark of Jones watches to this day.

Top: In the early days of aviation, pilots and technology were tested to the limit

PILOT'S WATCH HAND-WOUND

Reference 3254

Reference IW325405
in platinum with black calfskin strap

FEATURES

Limited edition of 500 watches in platinum | Mechanical movement | Hand-wound | 46-hour power reserve when fully wound | Small hacking seconds | Glucydur®* beryllium alloy balance with high-precision adjustment cam on balance arms | Breguet spring | Three-quarter bridge | Sapphire glass, convex, antireflective coating on both sides | See-through sapphire-glass back | Water-resistant 6 bar | Case height 12 mm | Diameter 44 mm

PILOT'S WATCH HAND-WOUND

Reference 3254

Reference IW325404
in 18-carat white gold with
brown calfskin strap

Reference IW325403
in 18-carat rose gold with
brown calfskin strap

Reference IW325401
in stainless steel with
brown calfskin strap

FEATURES

Mechanical movement | Hand-wound | 46-hour power reserve when fully wound | Small hacking seconds | Glucydur®* beryllium alloy balance with high-precision adjustment cam on balance arms | Breguet spring | Three-quarter bridge | Sapphire glass, convex, antireflective coating on both sides | See-through sapphire-glass back | Water-resistant 6 bar | Case height 12 mm | Diameter 44 mm

SINCE 1939: A LARGER-THAN-LIFE LEGEND

For the Portuguese Hand-Wound, IWC chose one of the original dials from 1939 that had not been seen in this form for a long time: it features alternating Arabic numerals and markers, while an additional circle separates the centre of the dial. The chapter ring and the seconds display circle are in the “chemin de fer” (“railway track”) design, highly popular at the time. Modelled on the style of the good old pocket watch and the original Portuguese, the front glass has an arched edge. The shape, too, of the imposing 44-millimetre case, with its grooved bezel and slightly recessed strap horns, is based on the historic original. The technology, on the other hand, could not be more modern. The 98295 calibre is also used in the Portuguese Hand-Wound: with a small hacking seconds feature and a frequency of 2.5 hertz, it features a large screw balance, Breguet spring and nickel-plated nickel-silver three-quarter bridge as well as bridges decorated with circular graining and Geneva stripes. The see-through sapphire-glass back provides an unimpeded view of the index, which reaches from the balance cock to the plate.

Top: This artistically arranged mosaic is a reference to Portugal’s history as a leading nation of seafarers

PORTUGUESE HAND-WOUND

Reference 5445

Reference IW544505
in platinum with black
alligator leather strap

FEATURES

Limited edition of 500 watches in platinum | Mechanical movement | Hand-wound | 46-hour power reserve when fully wound | Small hacking seconds | Glucydur®* beryllium alloy balance with high-precision adjustment cam on balance arms | Breguet spring | Three-quarter bridge | Sapphire glass, arched edge, antireflective coating on both sides | See-through sapphire-glass back | Water-resistant 3 bar | Case height 10 mm | Diameter 44 mm

PORTUGUESE HAND-WOUND

Reference 5445

Reference IW544504
in 18-carat white gold with dark brown alligator leather strap

Reference IW544503
in 18-carat rose gold with brown alligator leather strap

Reference IW544501
in stainless steel with black alligator leather strap

FEATURES

Mechanical movement | Hand-wound | 46-hour power reserve when fully wound | Small hacking seconds | Glucydur®* beryllium alloy balance with high-precision adjustment cam on balance arms | Breguet spring | Three-quarter bridge | Sapphire glass, arched edge, antireflective coating on both sides | See-through sapphire-glass back | Water-resistant 3 bar | Case height 10 mm | Diameter 44 mm

SINCE 1955: SAFEKEEPING PRECISION TECHNOLOGY

If the 8521 calibre in the first Ingenieur was a byword for ruggedness and reliability – and created a furore among watch lovers – the 80000-calibre family with Pellaton winding and integrated shock-absorption system is its natural development. This ultra-precise and robust mechanism is also the driving force behind the Ingenieur Automatic in the IWC Vintage Collection. Under the antireflective, arched-edge sapphire glass encircled by the 42.5-millimetre case is a superbly reduced dial with dot-and-line markers – the dot is luminescent – and dauphine hands. The modern version of this monument in the history of watchmaking omits the soft-iron case featured in the historic original but does provide an impressive view of the IWC-manufactured movement. Thanks to a screw-in crown, the Ingenieur Automatic is water-resistant to 12 bar and equipped for the exacting demands of modern-day life.

Top: In everyday use and extreme situations, the Ingenieur Automatic is a reliable companion

INGENIEUR AUTOMATIC

Reference 3233

Reference IW323305
in platinum with black
alligator leather strap

FEATURES

Limited edition of 500 watches in platinum | Mechanical movement | Pellaton automatic winding | 44-hour power reserve when fully wound | Date display | Central hacking seconds | Screw-in crown | Sapphire glass, arched edge, antireflective coating on both sides | See-through sapphire-glass back | Water-resistant 12 bar | Case height 14.5 mm | Diameter 42.5 mm

INGENIEUR AUTOMATIC

Reference 3233

Reference IW323304
in 18-carat white gold with dark brown alligator leather strap

Reference IW323303
in 18-carat rose gold with brown alligator leather strap

Reference IW323301
in stainless steel with black alligator leather strap

FEATURES

Mechanical movement | Pellaton automatic winding | 44-hour power reserve when fully wound | Date display | Central hacking seconds | Screw-in crown | Sapphire glass, arched edge, antireflective coating on both sides | See-through sapphire-glass back | Water-resistant 12 bar | Case height 14.5 mm | Diameter 42.5 mm

SINCE 1967: CONQUERING THE SEVEN SEAS

The clear-cut dial design of the Aquatimer Automatic mirrors that of the first Aquatimer series except that the 44-millimetre case makes it even more legible. The Aquatimer Automatic is, of course, ideally suited to the needs of ambitious divers. The watch features a screw-in main crown together with a crown for setting the internal rotating bezel. To facilitate use, this second crown does not screw in. Like the 1967 model, which featured the 8541-calibre automatic movement – then the most rugged available – the Aquatimer Automatic of today has the same movement as the Ingenieur watch family: the IWC-manufactured 80111 calibre. Unlike its historic forebear, however, it has a see-through sapphire-glass back that in no way detracts from its water-resistance to 12 bar.

Top: Since the 1960s, IWC's Aquatimer models have been accompanying divers on their fascinating forays of discovery into the underwater world

AQUATIMER AUTOMATIC

Reference 3231

Reference IW323105
in platinum with black alligator leather strap

FEATURES

Limited edition of 500 watches in platinum | Mechanical movement | Pellaton automatic winding | 44-hour power reserve when fully wound | Date display | Central hacking seconds | Mechanical internal rotating bezel | Screw-in main crown | Sapphire glass, convex, antireflective coating on both sides | See-through sapphire-glass back | Water-resistant 12 bar | Case height 14.5 mm | Diameter 44 mm

AQUATIMER AUTOMATIC

Reference 3231

Reference IW323104
in 18-carat white gold with dark brown alligator leather strap

Reference IW323103
in 18-carat rose gold with brown alligator leather strap

Reference IW323101
in stainless steel with black rubber strap

FEATURES

Mechanical movement | Pellaton automatic winding | 44-hour power reserve when fully wound | Date display | Central hacking seconds | Mechanical internal rotating bezel | Screw-in main crown | Sapphire glass, convex, anti-reflective coating on both sides | See-through sapphire-glass back | Water-resistant 12 bar | Case height 14.5 mm | Diameter 44 mm

SINCE 1969: MASTERPIECES FROM SCHAFFHAUSEN

The historic original Da Vinci of 1969 came in a striking angular case with extra-long hour markers and simple baton hands, a singular piece of design history and a prime example of the avant-garde shapes that marked the period. Today, its uncompromisingly straight and instantly recognizable lines unequivocally underscore the watch's modernity. Unlike that first Da Vinci, however, which will forever be associated with the quartz wristwatch movement, the Da Vinci Automatic comes with a modern, IWC-manufactured 80111 calibre featuring Pellaton automatic winding. A glance at the dial might make you think time had stood still, but a peek through the sapphire-glass back will quickly persuade you otherwise.

Top: The dial's design reflects the spirit of the age; the picture depicts the 15th-century Prague Astronomical Clock on the Old Town City Hall

DA VINCI AUTOMATIC

Reference 5461

Reference IW546105
in platinum with black
alligator leather strap

FEATURES

Limited edition of 500 watches in platinum | Mechanical movement | Pellaton automatic winding | 44-hour power reserve when fully wound | Date display | Central hacking seconds | Screw-in crown | Sapphire glass, convex, antireflective coating on both sides | See-through sapphire-glass back | Water-resistant 3 bar | Case height 13.5 mm | Diameter 41 mm

DA VINCI AUTOMATIC

Reference 5461

Reference IW546104
in 18-carat white gold with dark
brown alligator leather strap

Reference IW546103
in 18-carat rose gold with dark
brown alligator leather strap

Reference IW546101
in stainless steel with black
alligator leather strap

FEATURES

Mechanical movement | Pellaton automatic winding | 44-hour power reserve when fully wound | Date display | Central hacking seconds | Screw-in crown | Sapphire glass, convex, antireflective coating on both sides | See-through sapphire-glass back | Water-resistant 3 bar | Case height 13.5 mm | Diameter 41 mm

SINCE 1984: EXTRAVAGANCE IN SIMPLICITY

With its narrow Roman numerals and moon phase display, the Portofino Hand-Wound exudes the same timeless elegance as the historic original did 27 years ago, and has made use of its renaissance to correct a "flaw" – albeit a rather becoming one: the choice of the 98800-calibre hunter movement means that the moon phase and seconds displays are now back at their conventional positions of "12" and "6 o'clock", respectively. The movement, which is based on the Jones calibre and features a nickel-plated nickel-silver three-quarter bridge, screw balance, Breguet spring and elongated index, has also undergone a modification: the accuracy of the moon phase display has been improved to the extent that it deviates by just one day in 122 years from the actual progress of the moon. In addition, the moon phase can easily be corrected using just the crown. The imposing 46-millimetre case remains unchanged. With its sapphire glass – sharply arched at the edge like the historic original – and sapphire-glass back, this superb example of a typical IWC pocket-watch style wristwatch can now be viewed from all sides.

Top: The picturesque port town on the rocky Ligurian coast stands for timeless beauty and cosmopolitan elegance

PORTOFINO HAND-WOUND

Reference 5448

Reference IW544805
in platinum with black
alligator leather strap

FEATURES

Limited edition of 500 watches in platinum | Mechanical movement | Hand-wound | 46-hour power reserve when fully wound | Moon phase display at 12 o'clock | Small hacking seconds | Glucydur®* beryllium alloy balance with high-precision adjustment cam on balance arms | Breguet spring | Three-quarter bridge | Sapphire glass, arched edge, antireflective coating on both sides | See-through sapphire-glass back | Water-resistant 3 bar | Case height 11 mm | Diameter 46 mm

PORTOFINO HAND-WOUND

Reference 5448

Reference IW544804
in 18-carat white gold with dark brown alligator leather strap

Reference IW544803
in 18-carat rose gold with brown alligator leather strap

Reference IW544801
in stainless steel with black alligator leather strap

FEATURES

Mechanical movement | Hand-wound | 46-hour power reserve when fully wound | Moon phase display at 12 o'clock | Small hacking seconds | Glucydur®* beryllium alloy balance with high-precision adjustment cam on balance arms | Breguet spring | Three-quarter bridge | Sapphire glass, arched edge, antireflective coating on both sides | See-through sapphire-glass back | Water-resistant 3 bar | Case height 11 mm | Diameter 46 mm

THE POWER OF SPORT TO CHANGE THE WORLD

Sport is a universal language that unites people and is understood the world over and brings people together. It is a form of training for life that can be a source of encouragement to socially, physically or economically disadvantaged children and adolescents searching for a better life. The Laureus Sport for Good Foundation, founded by DaimlerChrysler (now Daimler) and Richemont in 1999, uses the power of sport in its efforts to alleviate social problems. The Foundation is represented by its global partners IWC Schaffhausen, Mercedes-Benz and Vodafone, for whom it is a means of discharging their corporate social responsibility.

The Laureus Sport for Good Foundation currently supports over 70 projects around the globe. These address some of the greatest social challenges of our time, especially those affecting young people and children, such as poverty, homelessness, conflict, violence, discrimination, drug addiction, racism and HIV/Aids. Whether in the slums of São Paulo or Cape Town, in Mumbai or problem areas of London or Berlin, the Laureus Sport for Good Foundation draws on the motto "Think globally, act locally" to organize on-the-spot sporting activities that attract young people and convey universal values. In Seenigama, Sri Lanka, for instance, where the effects of the 2004 tsunami were particularly devastating, the Laureus Seenigama Sports project has since established itself as the main provider of sport-based activities. In South Africa, PeacePlayers International uses basketball to help the young people of KwaZulu-Natal overcome the two greatest threats they face today – HIV/Aids and a lack of viable educational and employment opportunities. The Urban Stars project in Great Britain has helped to promote sport and tackle crime among children and young people in troubled areas of London.

Worldwide, over one million children and adolescents benefit annually from these efforts, and that number increases daily. The Foundation is actively supported in its work by the Laureus World Sports Academy, whose members – all much-respected sporting figures – come from every corner of the globe. Between them they hold over 100 Olympic medals, 100 world championship titles and 200 world records. Academy members like John McEnroe, Mika Häkkinen or Martina Navratilova work jointly with the Chairman of the Laureus World Sports Academy, Edwin Moses, using sport as a means of helping young children in their mental, physical and social development. National foundations in Argentina, Germany, Italy, France, the Netherlands, Spain, South Africa, Switzerland and the USA provide the projects with on-the-spot support.

The Swiss Laureus Alpino project enables children and adolescents to develop their skiing skills despite physical handicaps. Thanks to its commitment through a triple-track model, the Laureus Foundation Switzerland is able to cover the entire spectrum of skiing as a sport for the handicapped, from amateur level through the fostering of talent to professional standard. Children and young people with physical disabilities train with ski-bobs made especially for skiing down-hill in a sitting position and are thus able to

Right: The Chairman of the Laureus World Sports Academy, Edwin Moses, pictured here playing with children from the King George V Recreation Centre in Sydney, Australia: the sports facility receives support from the Laureus Sport for Good Foundation

improve their sporting skills. Through this project the Laureus Foundation Switzerland underscores its support for handicapped young people and generates public awareness of the issue.

In a large, poverty-stricken area of Kampala, Uganda, where HIV/Aids is rampant and sanitary facilities are virtually non-existent, the Community Based Aids Programme (COBAP) provides sporting activities to young people impacted and affected by the spread of HIV/Aids. Through these activities the Laureus-funded COBAP provides a platform for youth to learn and to access information on HIV/Aids. Through sports the project has also highlighted issues that are detrimental to young people's well-being such as drugs and criminal activities. The project uses ongoing sport and life skills delivery to ensure that the young people understand the challenges they face and will consequently make better decisions. Aids prevention and education are increasingly becoming the focus of its work. Before it was difficult to motivate the inhabitants of the poorer quarters to attend events providing information about the health services. Sport, however, has become an effective means of establishing contact with the people and generating awareness of these fundamental issues. COPAB project staff organized sporting contests and used half-time breaks to inform people about the health services. Now, alongside athletics, the programme offers boxing, table tennis, volleyball, cycle racing and even judo. The results are encouraging; the rate of HIV infection has slowed and teenage drug abuse is noticeably on the decline.

Magic Bus is an outdoor education programme that uses sport to reach out to children in some of the poorest communities around India. Magic Bus believes that every individual has the potential to develop and make a meaningful contribution to society. Through the support of the Laureus Sport for Good Foundation, Magic Bus works with children from the age of 7 to 18. Children engage in weekly two-hour sessions, day trips and outdoor activity camps. These weekly sessions ensure that young people have access to a mentor who cares for them and can offer them sport and life skills support in a fun and safe environment. Magic Bus has developed a tailor-made curriculum that takes youth on a journey of self-discovery throughout their childhood with young leaders from their own communities making them aware of their unique abilities and the world around them. This awareness turns into a belief among the children that they have value and can make a difference, which provides them with purpose in life. Sport has proven to be an effective tool in encouraging young people to create and pursue positive goals. Magic Bus currently works with 150,000 children per year living in poverty. In the next three years it aims to expand across India, by training young leaders to deliver its programme, with the objective of reaching out to one million children and young people each year.

With 3,500 participants in the programmes annually, over 50 salaried employees and about 240 volunteers, the organization plays an important role in helping disadvantaged children in Mumbai. In all, since its foundation in 2001, the organization has managed to reach more than 18,000 vulnerable children living in difficult circumstances on the edge of society.

Top: Physically handicapped children and adolescents contest the Laureus Alpino ski race on ski-bobs, which have been specially developed for skiing in a sitting position

Top: The Magic Bus project, which the Laureus Sport for Good Foundation supports in Mumbai, offers new opportunities to children living in the slums. Sport encourages them to use their talents, promotes equality of the sexes and effectively counters criminality

BLUE IS THE COLOUR OF HOPE

This IWC Laureus Sport for Good Foundation special edition is already the fifth in the series. Once again, blue is the colour of hope for disadvantaged children – this time on the dial of the Ingenieur Automatic from the IWC Vintage Collection. Set off by the masterly reductionist design and classic dauphine hands, the dial below the arched-edge sapphire glass is particularly attractive. The watch is driven by the robust, high-precision IWC-manufactured 80111 calibre with Pellaton winding system and an integrated shock-absorption system.

This year, in keeping with a revered tradition, IWC Schaffhausen organized a children's drawing competition within all the Laureus Sport for Good Foundation projects worldwide. The subject of this year's competition, "Time for Unity", once again encouraged many children and young people to submit entries. The jury chose the drawing by eight-year-old Sohel Abrar Khan of India, whose picture imaginatively illustrates one of the central elements of the Magic Bus project: that cooperation between communities is key to social development. The winning design is engraved on a medallion and set into the back of the special edition. The engraving is a reminder that a portion of the proceeds from sales is destined to help some of the world's problem regions.

Top: Every year the Magic Bus project reaches over one million young people living in poverty; another crucial objective is to improve the status of young girls in society

INGENIEUR AUTOMATIC
EDITION LAUREUS SPORT FOR GOOD FOUNDATION

Reference 3233

Reference IW323310
in stainless steel with blue alligator leather strap

FEATURES

Limited edition of 1,000 watches in stainless steel | Mechanical movement | Pellaton automatic winding | 44-hour power reserve when fully wound | Date display | Central hacking seconds | Screw-in crown | Sapphire glass, arched edge, antireflective coating on both sides | Special back engraving | Water-resistant 12 bar | Case height 14.5 mm | Diameter 42.5 mm

PORTUGUESE

PORTUGUESE ON PRECISION COURSE TO SUCCESS

"Heroes of the sea, noble people …" is the opening line of the Portuguese national anthem. It is the expression of a collective memory through which Portugal's great seafarers – Vasco da Gama, Bartolomeu Dias or Ferdinand Magellan – remain alive to this day. Above all, it was their outstanding sailing skills, their precise nautical charts and the use of instruments such as the astrolabe and Jacob's staff to determine their latitude on the high seas that enabled them to embark on their daredevil voyages of discovery to West Africa and across the world's oceans. The pioneers of Portuguese seafaring managed to reconcile seemingly incompatible opposites: their hot-blooded temperament with cool calculation; outstanding courage with respect for natural forces; and historical tradition with all that was new in science and technology. The Portuguese watches from IWC are a distant echo from that glorious past. They combine the tradition of nautical instruments with contemporary design and forward-looking mechanics.

More than 500 years later, at the end of the 1930s, two Portuguese businessmen active in the watch industry were searching for technical precision of the highest order and paid a visit to the factory in Schaffhausen. They ordered wristwatches in steel cases with the accuracy of a marine chronometer. At the time, the only way of meeting their request was with a pocket watch movement, so IWC decided to take one from a hunter movement (which also has the crown on the right-hand side) and house it in a wristwatch case. The first Portuguese of 1939 established an IWC watch family whose precision, sheer size and complex mechanics have been a source of pleasure to watch enthusiasts the world over for more than 70 years.

At the Basel Watch Show in 1967, IWC presented the Yacht Club Automatic, a superbly crafted men's wristwatch that was perfectly suited to the hardships of life on stormy seas. Its movement was spring-suspended and mounted on rubber buffers, making it doubly resistant to shocks. This meant that the 8541 calibre was able to move in response to impacts, thus neutralizing any knocks or bangs. The steel model was water-resistant to 10 bar, the gold version to 6 bar. Exclusive, rugged and ideal for everyday use: small wonder the Yacht Club became one of the best-selling IWC watches of all time.

To mark its 125th anniversary in 1993, the Schaffhausen-based company reincarnated the striking Portuguese watch after 50 years with a special limited edition. The 9828 calibre featured in the anniversary Portuguese model was based on the legendary 98-calibre pocket watch movement and, for the first time, could be seen from the back through its sapphire-glass cover.

In 2000, after five years of development, IWC unveiled the Portuguese Automatic with the IWC-manufactured 5000 calibre. It was an exciting

Top: The original Portuguese, here a model made in 1944, with its 98-calibre hunter pocket watch movement

Top: For 300 years, sailors have determined distances and their position on the high seas with the help of a sextant

combination of traditional and new IWC technology. Amongst other things, the imposing IWC pocket-watch-sized movement incorporates bidirectional Pellaton winding and a balance with a Breguet spring for maximum precision. The newly designed seven-day movement with its power reserve display represented a gigantic technological leap in the history of the automatic movement.

The Portuguese Perpetual Calendar of 2003, which featured the newly developed perpetual calendar mechanism, was further proof of IWC innovation at its best. In 2005, the limited Portuguese F. A. Jones Hand-Wound was launched as a classic memorial to the Schaffhausen-based company's founder. The watch combined authenticity and tradition down to the last tiny detail. By 2007, the Portuguese watch family had already welcomed several prominent representatives of the world of Haute Horlogerie to its circle (including the perpetual calendar, the minute repeater and the flying tourbillon). At this point they were joined by another extravagant example of first-class watchmaking: a regulateur with separate hour, minute and seconds displays. In 2008, a Portuguese Hand-Wound was launched as part of the IWC Vintage Collection. With its railway track-style chapter ring and arched-edge front glass, the watch bore a striking resemblance to the 1939 original but, from a technical point of view, was state-of-the-art.

Top: Classical navigation using a chart, dividers and compass is one of the traditional skills any skipper should still master

In 2010, IWC celebrated another “Portuguese” year with a wealth of fascinating new products. Leading the way was the flagship of the collection, the Grande Complication, now for the first time in a Portuguese case. The Portuguese Tourbillon Mystère Rétrograde combines the magic of a floating tourbillon with the logic of a date hand that reverts to its starting position. Featuring echoes of earlier styles, the Portuguese Hand-Wound bridges the gap between the original Portuguese and the present, while the Portuguese Yacht Club Chronograph is the first model to bring a sporting note into the family. All the timepieces in the Portuguese line have one thing in common: they are precision navigation instruments designed for everyday use in today’s world.

Top: Maritime expertise and state-of-the-art technology keep ocean-going yachts firmly on course


IWC
SCHAFFHAUSEN
YACHT CLUB
SWISS MADE
25

A BEACON OF HAUTE HORLOGERIE

Vasco da Gama's flagship was a caravel dubbed the São Gabriel; the flagship of the most celebrated watch family from IWC is the Portuguese Grande Complication. Only the best-qualified helmsmen and navigators of their day were good enough to accompany da Gama's fleet; in much the same way, the Portuguese Grande Complication, which is water-resistant to 3 bar, unites a wealth of watchmaking's most outstanding achievements. These include a perpetual calendar that is mechanically programmed until 2499 (it requires just three adjustments in the non-leap years 2100, 2200 and 2300) as well as a perpetual moon phase display and a chronograph. When activated by the slide, the minute repeater chimes out the time precisely in harmonious tones. A globe of the world discreetly engraved with lines of latitude and longitude provides a background to the silver-plated dial. On the back cover, an intricate engraving of a sextant – an indispensable aid to marine navigation along with the watch – is an unmistakable sign that the watch is part of the Portuguese watch family. The model in red gold with solid red gold appliqués and a strap stitched with 18-carat red gold thread, appeared for the first time in 2010. This year, the Portuguese Grande Complication will also be available in a platinum case; the strap of this exclusive version is stitched with platinum thread.

Top: With major watchmaking complications such as a minute repeater, perpetual calendar and perpetual moon phase, the Portuguese Grande Complication is bound to impress

PORTUGUESE GRANDE COMPLICATION

Reference 3774

Reference IW377401
in platinum with black alligator leather strap

Reference IW377402
in 18-carat red gold with dark brown alligator leather strap

FEATURES

Limited edition of a total of 50 watches per year | Mechanical chronograph movement | Self-winding | 44-hour power reserve when fully wound | Perpetual calendar with displays for the date, day, month, year in four digits and perpetual moon phase | Stopwatch function with hours, minutes and seconds | Minute repeater for hours, quarters and minutes | Small hacking seconds | Sapphire glass, arched edge, antireflective coating on both sides | Special back engraving | Water-resistant 3 bar | Case height 16.5 mm | Diameter 45 mm

A WATCH THAT CHIMES OUT THE TIME

For Portuguese explorers out on the open sea, timekeeping was of crucial importance. Using a log and line together with a special sandglass – the log glass – they were able to measure the vessel's speed. The ship's bell, on the other hand, was used to signal the beginning and end of sailors' watches: the bell would be struck once every half-hour and twice every full hour, with four double strikes signalling the end of a four-hour watch. The abstract concept of time was thus being converted into acoustic tones even back then. In the Portuguese Minute Repeater, depressing the slide causes a delicate strike train to sound the time out audibly in hours, quarters and minutes: the full hours on a lower tuned gong, the quarters with a double strike on both gongs, and the number of minutes that have elapsed since the last quarter on the higher of the two gongs. The repeating mechanism consists of over 200 individual parts working together as if they were in a mechanical orchestra. An all-or-nothing piece ensures that the chimes are only struck if the repeating slide is fully depressed. The watch is equipped with the 98950-calibre hunter pocket watch movement, which comes with stylistic elements from the early Jones calibres. Some of these, such as the elongated index, the balance with its high-precision adjustment cam and the distinctively decorated plate and bridge made of nickel-silver with gold-plated engravings, can be seen through the transparent sapphire-glass back. Both versions are limited to 500 watches.

Top: When the meticulously crafted repeating slide is depressed, the minute repeater melodiously chimes out the time on the gongs in hours, quarters and minutes

PORTUGUESE MINUTE REPEATER

Reference 5449

Reference IW544906
in platinum with black alligator leather strap

Reference IW544907
in 18-carat red gold with brown alligator leather strap

FEATURES

Limited edition of 500 watches each in platinum and 18-carat red gold | Mechanical movement | Hand-wound | 46-hour power reserve when fully wound | Minute repeater for hours, quarters and minutes | Small hacking seconds | Glucydur®* beryllium alloy balance with high-precision adjustment cam on balance arms | Breguet spring | Three-quarter bridge | Sapphire glass, arched edge, antireflective coating on both sides | See-through sapphire-glass back | Case height 14 mm | Diameter 44 mm

A MARRIAGE OF MYSTERY AND GLAMOUR

With an appearance as magical as it is distinctive, the Portuguese Tourbillon Mystère Rétrograde is guaranteed to attract inquisitive glances. Watch lovers will be particularly fascinated by the unusual arrangement of the flying tourbillon, consisting of 82 parts, against a deep black background, creating the illusion that the filigree cage containing the balance is rotating in mid-air. Set in a mirror-finished ring, it resembles an animated “12” and forms the optical centre-piece of the entire dial. The retrograde date display is not only an original complication but also makes a good deal of sense, because a conventional date disc would conceal the tourbillon. After the 31st of the month, it automatically jumps back to the 1st; in shorter months, the hand can be rapidly advanced until it reverts to the 1st. On the right-hand side of the dial, the seven-day power reserve display indicates how much energy remains in the IWC-manufactured 51900 calibre. As befitting a timepiece of this quality, the Portuguese Tourbillon Mystère Rétrograde comes in a glamorous red gold case with a silver-plated dial and in platinum with a dial in ruthenium black.

Top: At the end of the month, the hand in the retrograde date display automatically jumps back to its starting position

PORTUGUESE TOURBILLON MYSTÈRE RÉTROGRADE

Reference 5044

Reference IW504401
in platinum with black alligator leather strap

Reference IW504402
in 18-carat red gold with dark brown alligator leather strap

FEATURES

Limited edition of 250 watches in platinum and 500 watches in 18-carat red gold | Mechanical movement | Pellaton automatic winding | 7-day power reserve when fully wound | Power reserve display | Retrograde date display | Flying minute tourbillon | Glucydur®* beryllium alloy balance with high-precision adjustment cam on balance arms | Breguet spring | Rotor with 18-carat gold medallion | Sapphire glass, convex, antireflective coating on both sides | See-through sapphire-glass back | Water-resistant 3 bar | Case height 15.5 mm | Diameter 44.2 mm

A MOVING PERFORMANCE AT “9 O’CLOCK”

In the Portuguese Tourbillon Hand-Wound, the “whirlwind” – as the word translates – revolves on its axis at “9 o’clock” on the dial; or, in nautical terms, at 270 degrees west. The sight of the mechanical, cantilever-mounted minute tourbillon revolving around its own axis invariably attracts rapt attention from watch lovers. Gracing the dial on the opposite side, at “3 o’clock”, is the flowing signature of company founder F. A. Jones. Watch cognoscenti will be unable to resist the temptation to cast a glance through the transparent sapphire-glass back, where they will see the IWC-manufactured 98900-calibre movement with its intricately decorated, nickel-plated three-quarter bridge made of nickel silver. It belongs in the long tradition of the 98 calibre, which was first designed for hunter pocket watches in the 1930s and has since been continuously improved. For this model, IWC’s engineers increased the balance frequency to 28,800 beats per hour, which guarantees excellent precision. As you would expect of such a desirable timepiece, this gem in 18-carat red gold is strictly limited to 500 watches.

Top: The tourbillon cage rotates on its own axis once a minute; the flowing signature is a reference to company founder F. A. Jones

PORTUGUESE TOURBILLON HAND-WOUND

Reference 5447

Reference IW544705
in 18-carat red gold with black alligator leather strap

FEATURES

Limited edition of 500 watches in 18-carat red gold | Mechanical movement | Hand-wound | 54-hour power reserve when fully wound | Flying minute tourbillon at 9 o’clock | Small seconds at 6 o’clock | Three-quarter bridge | Sapphire glass, convex, antireflective coating on both sides | See-through sapphire-glass back | Water-resistant 3 bar | Case height 11 mm | Diameter 43.1 mm

COUNTDOWN TO THE NEXT FULL MOON

The moon was useful to sailors on the open sea not only for navigational purposes. Its influence on coastal tides has always been of greater importance, because the timing of their ebb and flow is reliably dictated by the moon: at new and full moon, high tides are exceptionally high and low tides exceptionally low. In the English Channel the difference can be up to 11.5 metres and in the Gulf of Maine as much as 21 metres, which illustrates the enormous importance of the moon for shipping. Aside from the date, day, month and year in four digits, the Portuguese Perpetual Calendar also indicates the number of days remaining until the next full moon. The display showing its course and featuring mirror images of the moon in the northern and southern hemispheres deviates from the moon's actual progress by just 12 seconds in one lunar period. The striking colour combination found in the new version in white gold will increase its attractiveness to watch lovers and stargazers: the rhodium-plated moon-phase indicator discs wax and wane thanks to a midnight blue cut-out display in a dial also finished in midnight blue. In the model with the red gold case, the warm tone provides a pleasing contrast to the black dial.

Top: The dial shows the date, day of the week, month and year in four digits as well as the moon phase with a countdown display for the number of days remaining until the next full moon

PORTUGUESE PERPETUAL CALENDAR

Reference 5032

Reference IW503203
in 18-carat white gold with black alligator leather strap

Reference IW503202
in 18-carat red gold with dark brown alligator leather strap

FEATURES

Mechanical movement | Pellaton automatic winding | 7-day power reserve when fully wound | Power reserve display | Perpetual calendar with displays for the date, day, month, year in four digits and perpetual moon phase for the northern and southern hemispheres | Small hacking seconds | Glucydur®* beryllium alloy balance with high-precision adjustment cam on balance arms | Breguet spring | Rotor with 18-carat gold medallion | Sapphire glass, convex, antireflective coating on both sides | See-through sapphire-glass back | Water-resistant 3 bar | Case height 15.5 mm | Diameter 44.2 mm

CELESTIAL BALLET, PERFECTLY CHOREOGRAPHED

The moon phase display on the Portuguese Perpetual Calendar, Reference 5023, is a grand-scale theatre on a tiny stage. Attended by a cluster of embossed stars, the moon rises behind the hemispherical cut-out on the left and waxes to full moon in the centre, before disappearing on the right-hand side. IWC's design engineers have calculated that the moon phase display deviates from the duration of the moon's actual course by just one day in 577.5 years. No one has so far noticed the difference. In other respects, this elegant, up-to-the-minute timepiece leaves virtually no wish unfulfilled: perpetual calendar, four-digit year display, and a seven-day automatic movement with the Pellaton winding system and a power reserve display. Reference 5023 is available in three versions: in a platinum case with a silver-coloured dial; in a red gold case with a silver-coloured dial and a red-gold-plated moon against a blue background; or slightly more restrained, in white gold with rhodium-plated appliqués on a slate-coloured dial with a sun-pattern finish. The cases now measure 44.2 millimetres in diameter.

Top: The moon phase display deviates from the duration of the moon's actual course by just one day in 577.5 years

PORTUGUESE PERPETUAL CALENDAR

Reference 5023

Reference IW502305
in platinum with black
alligator leather strap

FEATURES

Limited edition of 250 watches in platinum | Mechanical movement | Pellaton automatic winding | 7-day power reserve when fully wound | Power reserve display | Perpetual calendar with displays for the date, day, month, year in four digits and perpetual moon phase | Small hacking seconds | Glucydur®* beryllium alloy balance with high-precision adjustment cam on balance arms | Breguet spring | Rotor with 18-carat gold medallion | Sapphire glass, convex, antireflective coating on both sides | See-through sapphire-glass back | Water-resistant 3 bar | Case height 15.5 mm | Diameter 44.2 mm

PORTUGUESE PERPETUAL CALENDAR

Reference 5023

Reference IW502307
in 18-carat white gold with dark
brown alligator leather strap

Reference IW502306
in 18-carat red gold with dark
brown alligator leather strap

FEATURES

Mechanical movement | Pellaton automatic winding | 7-day power reserve when fully wound | Power reserve display | Perpetual calendar with displays for the date, day, month, year in four digits and perpetual moon phase | Small hacking seconds | Glucydur®* beryllium alloy balance with high-precision adjustment cam on balance arms | Breguet spring | Rotor with 18-carat gold medallion | Sapphire glass, convex, antireflective coating on both sides | See-through sapphire-glass back | Water-resistant 3 bar | Case height 15.5 mm | Diameter 44.2 mm

THE STAR OF THE CREW

The name of the Portuguese Yacht Club Chronograph harks back to the legendary Yacht Club Automatic of the 1960s and 70s, an ocean-going watch so excellent that it became one of IWC's most successful watches ever. The Portuguese Yacht Club Chronograph has all the precision of a nautical instrument in its genes and boasts a wealth of advanced technical features. Powered by the rugged IWC-manufactured 89361-calibre movement and water-resistant to 6 bar, the chronograph makes no secret of its sporting credentials with a flyback function, an additional flange with quarter-second calibration for recording short periods of time and an analogue display for longer stop times on a subdial. The Portuguese Yacht Club Chronograph is the only Portuguese model to feature crown protection along with luminescent hands and indices. It is available in stainless steel with a black or silver-plated dial and in red gold with a slate-coloured dial and black totalizers. It is supplied with a rubber strap, making it the perfect companion for water sports of all kinds.

Top: The Portuguese Yacht Club Chronograph has all the precision of a nautical instrument in its genes

PORTUGUESE YACHT CLUB CHRONOGRAPH

Reference 3902

Reference IW390209
in 18-carat red gold with
black rubber strap

FEATURES

Mechanical chronograph movement | Self-winding | 68-hour power reserve when fully wound | Date display | Stopwatch function with hours, minutes and seconds | Hour and minute counters combined in a single totalizer at 12 o'clock | Flyback function | Small hacking seconds | Screw-in crown | Sapphire glass, convex, antireflective coating on both sides | See-through sapphire-glass back | Water-resistant 6 bar | Case height 14.5 mm | Diameter 45.4 mm

PORTUGUESE YACHT CLUB CHRONOGRAPH

Reference 3902

Reference IW390210
in stainless steel with
black rubber strap

Reference IW390211
in stainless steel with
black rubber strap

FEATURES

Mechanical chronograph movement | Self-winding | 68-hour power reserve when fully wound | Date display | Stopwatch function with hours, minutes and seconds | Hour and minute counters combined in a single totalizer at 12 o'clock | Flyback function | Small hacking seconds | Screw-in crown | Sapphire glass, convex, antireflective coating on both sides | See-through sapphire-glass back | Water-resistant 6 bar | Case height 14.5 mm | Diameter 45.4 mm

ZEITGEIST COMBINED WITH TRADITION

Since its debut in 2004, the Portuguese Automatic with date display has become one of the most successful Portuguese models ever to come from Schaffhausen. The balanced design of the dial with its appliquéd Arabic numerals, railway track-style chapter ring and slender feuille hands retains the classic appeal of the legendary original Portuguese, first manufactured in the 1930s. Its spiritual roots reach all the way back to the voyages of discovery undertaken by the Portuguese seafarers. The voluminous IWC-manufactured 51011 calibre integrates all the finest features ever to grace an automatic movement, such as the highly efficient Pellaton winding system and a seven-day power reserve. Since 2010, the Portuguese Automatic's 42.3-millimetre case has been available in warm-toned, 18-carat red gold. The appliqués on the silver-plated dial are likewise made of red gold. The steel model with its silver-plated dial (like the earlier steel versions) was fitted with rose-gold-plated hands, numerals and hour markers: luxury befitting of a watch model so much in demand. The Portuguese Automatic in 18-carat white gold and the other steel models complete the collection.

Top: Railway track-style chapter ring, feuille hands and appliquéd Arabic numerals imbue the dial with the classical appeal of the first Portuguese watches

PORTUGUESE AUTOMATIC

Reference 5001

Reference IW500106
in 18-carat white gold with dark brown alligator leather strap

FEATURES

Mechanical movement | Pellaton automatic winding | 7-day power reserve when fully wound | Power reserve display | Date display | Small hacking seconds at 9 o'clock | Glucydur®* beryllium alloy balance with high-precision adjustment cam on balance arms | Breguet spring | Rotor with 18-carat gold medallion | Sapphire glass, convex, antireflective coating on both sides | See-through sapphire-glass back | Water-resistant 3 bar | Case height 14 mm | Diameter 42.3 mm

PORTUGUESE AUTOMATIC

Reference 5001

Reference IW500113
in 18-carat red gold with dark
brown alligator leather strap

Reference IW500114
in stainless steel with black
alligator leather strap

Reference IW500107
in stainless steel with blue
alligator leather strap

Reference IW500109
in stainless steel with black
alligator leather strap

FEATURES

Mechanical movement | Pellaton automatic winding | 7-day power reserve when fully wound | Power reserve display | Date display | Small hacking seconds at 9 o'clock | Glucydur®* beryllium alloy balance with high-precision adjustment cam on balance arms | Breguet spring | Rotor with 18-carat gold medallion | Sapphire glass, convex, antireflective coating on both sides | See-through sapphire-glass back | Water-resistant 3 bar | Case height 14 mm | Diameter 42.3 mm

FOR CONTEMPORARY SEAFARERS AND EXPLORERS

The tradition behind the Portuguese family of watches stretches all the way back to the precision nautical instruments used by seafarers to discover the world. A traditional line like this needs a chronograph with a scale calibrated to an accuracy of a quarter of a second. The elegant design and moderate height of the case have made the Portuguese Chronograph one of the most sought-after Portuguese models of them all. Everything is integrated harmoniously on the clearly organized dial: the recessed totalizers, the embossed Arabic numerals and the perfectly proportioned feuille hands for hours and minutes. The chronographs in cases with the warm appeal of 18-carat red gold exude a distinctive luxury. The slate-coloured dial with its shimmering sun-pattern finish is in discreet contrast to the deep black counters, whilst the blued hands for times recorded by the stopwatch provide a colourful highlight to the silver-plated dial.

Top: A chronograph is an elegant way of recording periods of time

PORTUGUESE CHRONOGRAPH

Reference 3714

Reference IW371482
in 18-carat red gold with black alligator leather strap

Reference IW371480
in 18-carat red gold with dark brown alligator leather strap

FEATURES
Mechanical chronograph movement | Self-winding | 44-hour power reserve when fully wound | Stopwatch function with minutes and seconds | Small hacking seconds | Sapphire glass, convex, antireflective coating on both sides | Water-resistant 3 bar | Case height 12.3 mm | Diameter 40.9 mm

PORTUGUESE CHRONOGRAPH

Reference 3714

Reference IW371401
in stainless steel with black
alligator leather strap

Reference IW371438
in stainless steel with black
alligator leather strap

Reference IW371417
in stainless steel with blue
alligator leather strap

FEATURES

Mechanical chronograph movement | Self-winding | 44-hour power reserve when fully wound | Stopwatch function with minutes and seconds | Small hacking seconds | Sapphire glass, convex, antireflective coating on both sides | Water-resistant 3 bar | Case height 12.3 mm | Diameter 40.9 mm

CRAFTSMANSHIP FOR CONNOISSEURS

Over 70 years ago, IWC's engineers equipped wristwatches with high-precision pocket watch movements. This marked the birth of the pocket watch-style wristwatches that would later be known as the "Portuguese". Now the Schaffhausen-based company has revived this pivotal event in its history with the Portuguese Hand-Wound, Reference 5454. Like the watch that founded the family, it is housed in a stainless-steel case and features a pocket watch movement and arched-edge front glass. Another characteristic feature is the simple dial with its railway track-style chapter ring, feuille hands and Arabic numerals. This year, for the first time, the Portuguese Hand-Wound joins the collection in an 18-carat red gold case with a slate-coloured dial. In the stainless-steel models the dials and subdials are now tone in tone: the seconds display on the black dial is also black, whilst its sibling comes with a completely silver-plated dial, accompanied by rose-gold-plated indices and hands. A distinctive, eye-catching feature in all counters is the signal red "60". The elegance with which this updated model bridges the gap between IWC's past and present is evidenced by a glimpse of the IWC-manufactured calibre through the transparent sapphire-glass back, revealing the stylish features adopted from the first Jones movements. These include the elongated index and the three-quarter bridge decorated with Geneva stripes. One really could not pay a greater compliment to the original.

Top: The Portuguese Hand-Wound's distinctive features are its simple design and precise pocket watch movement

PORTUGUESE HAND-WOUND

Reference 5454

Reference IW545406
in 18-carat red gold with black alligator leather strap

FEATURES

Mechanical movement | Hand-wound | 46-hour power reserve when fully wound | Small hacking seconds | Glucydur®* beryllium alloy balance with high-precision adjustment cam on balance arms | Breguet spring | Three-quarter bridge | Sapphire glass, arched edge, antireflective coating on both sides | See-through sapphire-glass back | Water-resistant 3 bar | Case height 10 mm | Diameter 44 mm

PORTUGUESE HAND-WOUND

Reference 5454

Reference IW545407
in stainless steel with black
alligator leather strap

Reference IW545408
in stainless steel with black
alligator leather strap

FEATURES

Mechanical movement | Hand-wound | 46-hour power reserve when fully wound | Small hacking seconds | Glucydur®* beryllium alloy balance with high-precision adjustment cam on balance arms | Breguet spring | Three-quarter bridge | Sapphire glass, arched edge, antireflective coating on both sides | See-through sapphire-glass back | Water-resistant 3 bar | Case height 10 mm | Diameter 44 mm

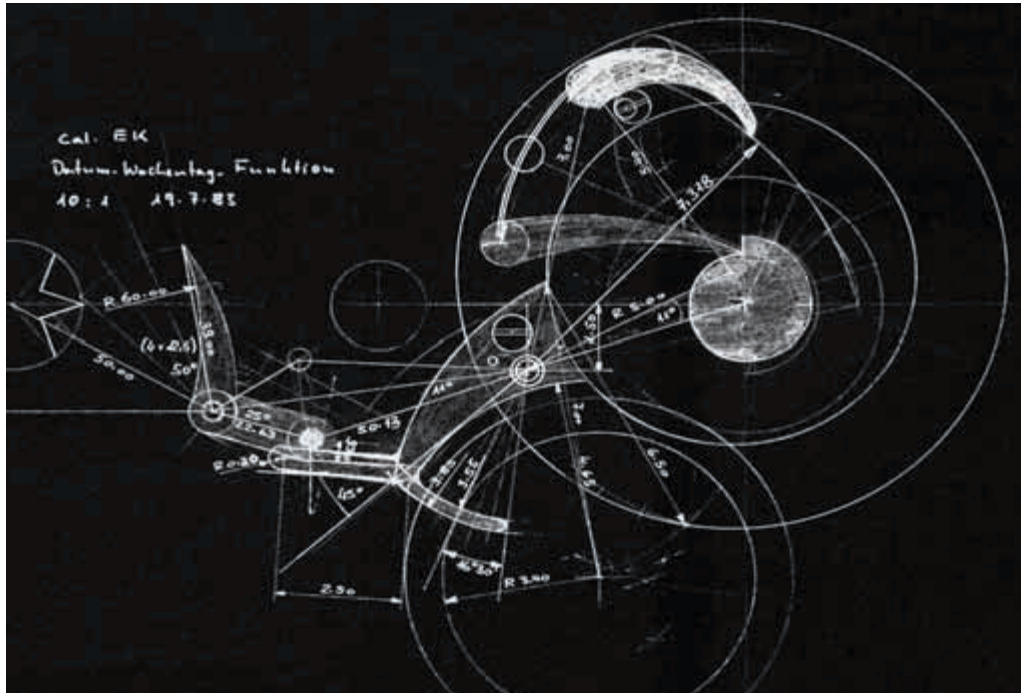
FROM VINCI TO SCHAFFHAUSEN – A JOURNEY THROUGH TIME

Some 559 years ago, a small village in Tuscany saw the birth of a man without whose genius today's world would be a different place: Leonardo da Vinci. In the 67 years until his death on 2 May 1519, he dreamed up more inventions and machines, and discovered and documented more of the laws of nature than hundreds of his contemporaries and those after them put together.

His lifelong passion was the precise measurement of time. Countless sketches testify to his enthusiasm for the earliest clockworks of the Renaissance. All his groundbreaking inventions, such as gear drives, bevel gears and complicated screw transmission systems, can be found in many machines today, including watches. His work on space-saving spring drives and new escapements, in particular, was pivotal. Posterity is still in awe of the some 6,000 pages of manuscript which he left behind.

Leonardo da Vinci was much celebrated as an artist, scientist and builder of fortifications during his lifetime. But it was only in the 19th century that people slowly began to understand how far ahead of his time he was. For Leonardo da Vinci, the entire known world was a platform for his imagination and love of experimentation. The genius from the tiny village of Vinci invented objects such as the helicopter, the armour-plated vehicle, a three-barrelled cannon, the bicycle, the parachute and even a diving apparatus. None of these items could be built with the technologies and production methods available back then. In the course of a Da Vinci exhibition initiated by IWC, a mechanism that was assumed to have been a form of propulsion for an aircraft turned out to be a precursor for a watch movement – a discovery that attracted worldwide attention.

Top: The Da Vinci Ceramic of 1986 was one of the first watches with a case made of highly scratch-resistant zirconium oxide



In the late 1960s, Leonardo da Vinci's revolutionary way of thinking inspired IWC to introduce a watch named after him. Even that very first Da Vinci model surprised watch lovers with a special quality that has remained typical of the family to this day: that of always being a little ahead of its time. Many trailblazing innovations from IWC have first been developed for use in a Da Vinci, including the revolutionary Beta 21 series quartz movement for wristwatches, unveiled in 1969 as a joint effort by the Swiss watchmaking industry: a quantum leap in the history of precision measurement. However, the massive influx of cheap quartz movements from the Far East, the oil crisis and the collapse in the price of the dollar against the Swiss franc precipitated the greatest crisis ever experienced by the Swiss watchmaking industry. Despite all of this, the classical art of mechanical watchmaking, as found in complicated pocket watches, for instance, remained intact at IWC. So it was that, in 1985, IWC presented a masterpiece of Haute Horlogerie: the Da Vinci as a mechanical chronograph with a completely mechanically programmed perpetual calendar and a display that shows the year in four digits until 2499. Never before in a IWC wristwatch had a gear train converted the enormous distance travelled by the escape wheel into a single movement of the century slide: between two of these movements, a point on the outer rim of the balance covers a distance equal to 40 times of that around the earth.

Top: A sketch by Kurt Klaus for the Da Vinci's perpetual calendar mechanism

Its intricate mechanism comprises just 83 components and is extremely simple to use. For the first time in IWC's history of portable time, the displays for the date, day, month, year, decade, century, millennium and phase of the moon can all be set synchronously, a day at a time, via the crown.

Just one year later, in 1986, IWC presented a Da Vinci in a high-tech case of coloured ceramic: a world first. To mark the tenth birthday of the automatic Da Vinci Chronograph with a perpetual calendar, the Da Vinci Rattrapante, Reference 3751, appeared in 1995: its split-seconds hand, which was used to record intermediate times, was also the watch's tenth. For the millennium, IWC excelled itself yet again and, with the Da Vinci Tourbillon, Reference 3752, scaled new heights in mechanical timekeeping. In much the same way that Leonardo da Vinci had never ceased striving to make things better, IWC opened a new chapter in the history of the legendary watch family in 2007: after years of research, testing and improvement, all Da Vinci models were housed in a distinctive tonneau-shaped case. The IWC-manufactured 89360 calibre was built for the Da Vinci Chronograph from start to finish in Schaffhausen. For the first time ever at IWC, it integrated the "watch-in-watch" principle: in other words, a chronograph that could be read off directly and whose stopped minutes and hours appeared on a display like that of a normal watch. Other highlights in 2007 were the limited Da Vinci Perpetual Calendar Edition Kurt Klaus – a tribute to the 50th full year of service for IWC by its spiritual father (cf. page 131) – and the Da Vinci Automatic, whose large date display has since been extremely popular with IWC devotees.

In 2009, the company's engineers added yet another outstanding member to the watch family in the form of the Da Vinci Perpetual Calendar Digital Date-Month: the first flyback chronograph with a perpetual calendar and digital leap year display as well as a digital display for the month and date with large numerals. As you can see in the Technology chapter (cf. page 28), this was a watchmaking tour de force that has been genuinely worth the effort. Finally, 2010 saw the arrival of the Da Vinci Chronograph Ceramic, with a surprising combination of ultra-hard ceramic and titanium, both polished and satin-finished. Another eye-catching detail is the three-dimensional dial with its floating chapter ring.

Right: The see-through back of the Da Vinci Chronograph Ceramic provides an unimpeded view of the IWC-manufactured 89360 calibre, which was designed and produced exclusively in Schaffhausen


DA VINCI
IWC
SCHAFFHAUSEN
AUTOMATIC
CHRONOGRAPH

A BIG DATE FOR THE PERPETUAL CALENDAR

In 1884, IWC secured the rights to the Pallweber system, developed by Joseph Pallweber, a Salzburg watchmaker, and started producing the first “digital” watches in IWC’s history. These did not show the time on an analogue display with hands, but with numerals in separate windows. Only the seconds continued to be indicated by a hand. In 2009, 125 years later, IWC presented a new departure in the world of watchmaking: the Da Vinci Perpetual Calendar Digital Date-Month with digital displays for both the date and, for the first time, even the month with large numerals. The power required to switch both month and date discs at the end of the month is accumulated in the spring over the course of the entire month in a quick-action switch specially developed for this purpose. At the end of the month, the energy is released and ensures that the displays are advanced, even if the digital leap year also needs to be switched at the same time. The chronograph can run continuously without having any noticeable effect on the watch’s rate and, thanks to the flyback function, can be reset to zero without first having to be stopped. The IWC-manufactured 89800 calibre consists of 474 individual parts and builds up a power reserve of 68 hours. The movement is a miniature powerhouse, in every sense of the term, and a massive watchmaking achievement.

Top: For the first time ever in a watch from IWC, not only the date, but also the month is displayed digitally in large numerals

DA VINCI PERPETUAL CALENDAR DIGITAL DATE-MONTH

Reference 3761

Reference IW376107
in 18-carat rose gold with dark brown alligator leather strap

FEATURES

Mechanical chronograph movement | Self-winding | 68-hour power reserve when fully wound | Perpetual calendar with crown-activated rapid advance | Large double-digit displays for both the date and month | Leap year display | Stopwatch function with hours, minutes and seconds | Hour and minute counters combined in a single totalizer at 12 o’clock | Flyback function | Small hacking seconds | Screw-in crown | Sapphire glass, convex, antireflective coating on both sides | See-through sapphire-glass back | Water-resistant 3 bar | Case height 16.3 mm | Case dimensions 44 x 52.8 mm

A TRIBUTE TO AN EXTRAORDINARY DESIGNER

IWC owes a great deal to Kurt Klaus. After all, he spent over 50 years with the company as a highly successful designer and inventor. During this period, his designs included an easy-to-use perpetual calendar that could be set using the crown together with a moon phase display that required no correction buttons. The limited Da Vinci Perpetual Calendar Edition Kurt Klaus is a fitting tribute to an outstanding watchmaker. In 2009, the stainless-steel model was joined by a version featuring the stimulating colour combination of a black dial with a warm red gold case. If for some reason the watch has not been worn for some time, all the displays – i. e. the date, day, month, four-digit year and perpetual moon phase – can be advanced synchronously, a day at a time, using the crown. The tiny signature can be found, as always, in the bottom right-hand corner of the dial, while the back features an engraved portrait of Kurt Klaus.

Top: The signature of Kurt Klaus, inventor of the perpetual calendar, is in the bottom right-hand corner of the dial

DA VINCI PERPETUAL CALENDAR EDITION KURT KLAUS

Reference 3762

Reference IW376206
in 18-carat red gold with black alligator leather strap

FEATURES

Limited edition of 1,000 watches in 18-carat red gold | Mechanical chronograph movement | Self-winding | 44-hour power reserve when fully wound | Perpetual calendar with crown-activated rapid advance | Four-digit year display | Perpetual moon phase display | Date, day and month displays | Stopwatch function with hours, minutes and seconds | Small hacking seconds | Screw-in crown | Sapphire glass, convex, antireflective coating on both sides | Special back engraving | Water-resistant 3 bar | Case height 15.2 mm | Case dimensions 43.1 x 51 mm

DA VINCI PERPETUAL CALENDAR
EDITION KURT KLAUS

Reference 3762

Reference IW376207
in stainless steel with black
alligator leather strap

FEATURES

Limited edition of 3,000 watches in stainless steel | Mechanical chronograph movement | Self-winding | 44-hour power reserve when fully wound | Perpetual calendar with crown-activated rapid advance | Four-digit year display | Perpetual moon phase display | Date, day and month displays | Stopwatch function with hours, minutes and seconds | Small hacking seconds | Screw-in crown | Sapphire glass, convex, antireflective coating on both sides | Special back engraving | Water-resistant 3 bar | Case height 15.2 mm | Case dimensions 43.1 x 51 mm

HIGH TECHNOLOGY TAKES ON A DEEPER DIMENSION

In 1986, for the first time ever, IWC unveiled a Da Vinci in a ceramic case. The Da Vinci Chronograph Ceramic presented in 2010, combines zirconium oxide, which is extremely scratch-resistant, non-magnetic and acid-proof, with grade 5 titanium, a material that has proven its worth in aircraft manufacture, amongst other things. Apart from the striking bezel, other parts machined from titanium are the case back, the crown and the buttons. For the first time ever, the titanium is satin-finished and polished, giving the watch its luxurious appearance and smooth, silky feel. The inside of the case likewise features various innovations. In another first for IWC, the movement mounting and the seats for the operating parts are machined directly into the ceramic casing ring. The chronograph push-buttons are fitted with wear-resistant pushpins, likewise made of ceramic. Also new for IWC is the extravagant design of the dial, which has assumed an attractive, three-dimensional quality. The réhaut volant, a tonneau-shaped minute display, appears to hover above the dial, while the stopwatch hand partially glides below it. This floating chapter ring assumes the same convex shape as the sapphire glass, making the inner surface of the bezel appear flatter. The watch's overall appearance is complemented by a specially treated calfskin strap whose surface structure is reminiscent of a high-tech fabric. The flyback chronograph combines the hour and minute counters in a single totalizer.

Top: High-tech ceramic and grade 5 titanium for the case, together with a floating chapter ring for the dial: the Da Vinci Chronograph Ceramic embodies the art of engineering at its finest

DA VINCI CHRONOGRAPH CERAMIC

Reference 3766

Reference IW376601
in ceramic/titanium with
black calfskin strap

FEATURES

Mechanical chronograph movement | Self-winding | 68-hour power reserve when fully wound | Stopwatch function with hours, minutes and seconds | Hour and minute counters combined in a single totaliser at 12 o'clock | Flyback function | Date display | Small hacking seconds | Screw-in crown | Sapphire glass, convex, antireflective coating on both sides | See-through sapphire-glass back | Water-resistant 3 bar | Case height 15.1 mm | Case dimensions 44 x 52.8 mm

A NEW TAKE ON CALCULATING TIME

In 1985, with its unrivalled Da Vinci calendar/chronograph movement, IWC heralded the arrival of a new age in mechanics. Then, in 2007, the Da Vinci Chronograph, featuring an IWC-manufactured movement from the 89000-calibre family in an innovative tonneau-shaped case with a glass back cover, marked the advent of another new and exciting future. As in the past, it records seconds with the large central chronograph hand but displays longer periods of time in an easily legible form, with two analogue hands, on a single subdial. Stopped hours and minutes can be read off immediately and unmistakably as if on a second time display. They no longer need to be viewed in separate counters and added together. This innovation, which is based on an extremely sophisticated movement design, has substantially increased the chronograph's practical benefits.

Top: The IWC-manufactured movement from the 89000-calibre family allows stopped times of longer than a minute to be read off easily on a totalizer

DA VINCI CHRONOGRAPH

Reference 3764

Reference IW376416
in platinum with black
alligator leather strap

FEATURES

Limited edition of 500 watches in platinum | Mechanical chronograph movement | Self-winding | 68-hour power reserve when fully wound | Stopwatch function with hours, minutes and seconds | Hour and minute counters combined in a single totalizer at 12 o'clock | Flyback function | Date display | Small hacking seconds | Screw-in crown | Sapphire glass, convex, antireflective coating on both sides | See-through sapphire-glass back | Water-resistant 3 bar | Case height 14.4 mm | Case dimensions 43.1 x 51 mm

DA VINCI CHRONOGRAPH

Reference 3764

Reference IW376417
in 18-carat white gold with dark
brown alligator leather strap

Reference IW376418
in 18-carat rose gold with dark
brown alligator leather strap (also available
with 18-carat rose gold bracelet)

Reference IW376421
in stainless steel with black
alligator leather strap

Reference IW376422
in stainless steel with stainless-
steel bracelet

FEATURES

Mechanical chronograph movement | Self-winding | 68-hour power reserve when fully wound | Stopwatch function with hours, minutes and seconds | Hour and minute counters combined in a single totalizer at 12 o'clock | Flyback function | Date display | Small hacking seconds | Screw-in crown | Sapphire glass, convex, antireflective coating on both sides | See-through sapphire-glass back | Water-resistant 3 bar | Case height 14.4 mm | Case dimensions 43.1 x 51 mm

A GENUINE DA VINCI – JUST A TAD SMALLER

The Da Vinci Automatic is an attractive alternative for watch lovers who would prefer a slightly smaller version of this illustrious watch family. The tonneau-shaped case measures 35.6 x 42.5 millimetres, and the attractive large date display is clearly legible. The silver-plated dial, combined with the 18-carat rose gold case and brown alligator leather strap, is the epitome of elegance. The tobacco-coloured dial, framed by the stainless-steel case, is likewise balanced to perfection by the dark brown strap. The stainless-steel case with its blue strap and rhodium-plated hands on the silver-plated dial radiates classical cool. A new addition this year is a stainless-steel version with a black dial and black alligator leather strap. With its 30130-calibre automatic movement, the Da Vinci Automatic is the perfect companion for any occasion.

Top: The design of the hands was inspired by the shape of a classical fountain pen nib

DA VINCI AUTOMATIC

Reference 4523

Reference IW452311
in 18-carat rose gold with brown alligator leather strap

Reference IW452312
in stainless steel with black alligator leather strap

FEATURES
Mechanical movement | Self-winding | 42-hour power reserve when fully wound | Large date display | Central hacking seconds | Screw-in crown | Sapphire glass, convex, antireflective coating on both sides | Water-resistant 3 bar | Case height 10.9 mm | Case dimensions 35.6 x 42.5 mm

DA VINCI AUTOMATIC

Reference 4523

Reference IW452314
in stainless steel with blue
alligator leather strap

Reference IW452306
in stainless steel with dark brown
alligator leather strap

FEATURES

Mechanical movement | Self-winding | 42-hour power reserve when fully wound | Large date display | Central hacking seconds | Screw-in crown | Sapphire glass, convex, antireflective coating on both sides | Water-resistant 3 bar | Case height 10.9 mm | Case dimensions 35.6 x 42.5 mm

PORTOFINO

THE TIMELESS APPEAL OF THE MEDITERRANEAN LIFESTYLE

“I found my love in Portofino” was the title of a chanson that was popular in the 1950s. It was the time when Hollywood greats like Grace Kelly, Elizabeth Taylor and Humphrey Bogart discovered the idyllic fishing village on the Ligurian coast for themselves – and, with it, a taste for the easy-going Mediterranean lifestyle. You simply took a seat in one of the cafés at the Piazzetta next to the harbour, sipped espresso and watched the boats arrive. For the paparazzi the little houses in red and terracotta, clustered tightly around the picturesque natural harbour, provided the perfect backdrop for stars and celebrities. In the evening, you met up for drinks at the legendary Hotel Splendido bar, high up on a rise above the bay. In the 1960s the village teemed with celebrities as the Italian cinema enjoyed its most glorious epoch. Its glamour was underscored by the presence of actresses such as Sophia Loren, Gina Lollobrigida and Claudia Cardinale as well as scores of famous directors and artists. Even today, the Italian and international jet set gather in Portofino to savour the atmosphere of the Mediterranean dolce vita.

The classically elegant Portofino watch family reflects this attitude towards life. For more than a quarter of a century, it has been the unassuming star of the IWC collections, an expression of understatement and good taste.

In the late 1970s and early 80s, the market was dominated by mass-produced quartz watches and increasingly unconventional watch designs.

Top: The size and classical elegance of the first Portofino assured it of widespread attention

Nevertheless, IWC noticed that there was still a steady demand for more classical models; for weddings, success in examinations and other special occasions. Watches for events like these had to be reliable, retain their value and remain stylish, without being part of a fashionable trend. The optical inspiration for the new watch family came from timeless watches like the Reference 380 of the 1950s, with its yellow gold case and silver-plated dial. Its purist-inspired, functional lines largely determined the basic design of the Portofino watch line.

The Reference 5251 was the inspiration for the Portofino line. In 1984, it surpassed all the trends prevailing at the time and – with its 46-millimetre case, was not easy to miss. Equally striking were the clearly defined proportions and an unmistakable touch of extravagance. The moon phase display made of genuine goldstone with tiny copper particle inclusions to represent twinkling stars, a superbly finished component from the Italian glass centre of Murano. For the hand-wound precision movement, IWC’s watchmakers turned the original 9521 calibre of a Lépine open-face pocket watch, measuring just 8.5 millimetres in thickness, through 90 degrees to the right. This resulted in the small seconds and the moon phase display being in the unusual positions of “9 o’clock” and “3 o’clock”, respectively. The original design and the small production run have ensured that the original Portofino is a much sought-after rarity among collectors today.

Top: The scene is set for an inspired photo shoot in Portofino

In 1988, to mark its 120th jubilee, IWC unveiled the Reference 2532, an elegant, consummately designed timepiece in a gold case with Roman numerals, a small seconds and the hand-wound IWC 4231 calibre behind a sapphire-glass cover. That same year saw the appearance of the Portofino Reference 3731 with the hybrid 631-calibre movement. Although the chronograph consisted of 233 parts, the height of the movement was just 3.8 millimetres – a stroke of genius. A typical product of the 1980s, it was powered by twin quartz-controlled stepping motors for the time display and chronograph movement and, to the surprise of watch lovers everywhere, had a fork-shaped hand running around the dial. In 1993, IWC presented the Portofino Hand-Wound, Reference 2010. With a movement just 1.85 millimetres thick, it was so spectacularly slim that IWC – exceptionally – showed it in profile in the catalogue. The slimmest of all IWC watches it was sold successfully until 2005. In 2004, IWC increased the case diameter of the Portofino Automatic, Reference 3533, to a more contemporary 38 millimetres.

In 2007, the watch family was expanded to include another mechanical chronograph. At first sight it appeared to be a break with the Portofino's purist style but on closer inspection it turned out to be a logical continuation. Despite its improved technical features, the Reference 3783 retained the austere design cues that run through the entire Portofino line: the counters, seconds dial as well as the date and day displays are discreetly integrated into the dial. Everything fits together perfectly, all the way through to the rectangular chronograph push-buttons with their rounded edges.

On the occasion of the company's 140th anniversary in 2008, the Portofino Hand-Wound from the IWC Vintage Collection, Reference 5448, followed on from the success of the original Portofino. As a reference to the historic model, it featured a front glass with a prominent arched edge, which was made of sapphire glass in place of the original Plexiglas®*. The choice of a hunter movement meant that the moon phase and seconds display reverted to their traditional positions of "12" and "6 o'clock", respectively. The much-improved movement also increased the accuracy of the moon phase display considerably: in 122 years, it will deviate by just one day from the actual course of the moon.

In 2011, the year of the Portofino, fans of this watch family can look forward to two revised and two newly developed watch models.

The Portofino Dual Time fits perfectly into an increasingly globalized world, and with the IWC-manufactured 59210-calibre movement featured in the Portofino Hand-Wound Eight Days, this traditional watch family impressively scales the Mount Olympus of Haute Horlogerie. Both watches feature fine alligator leather straps from the world-renowned shoe manufacturer Santoni. Elaborately finished by hand, every strap from Santoni comes with an exclusive patina-like shimmer, with its own individual nuances of colour. The stainless-steel versions of the Portofino Automatic and Chronograph are likewise available with a Milanese mesh bracelet in stainless steel in the elegant style of the 1960s. Milanese mesh bracelets made of finely interwoven metal links combine the stability of a metal bracelet with the flexibility and comfort of a leather strap.

Top: The famous, colourful facades of the fishermen's houses in Portofino testify to the creativity and good taste of their owners


IWC
SCHAFFHAUSEN
AUTOMATIC
SWISS MADE
25

TWO TIMES, SIMPLY PERFECT

In modern business, worldwide communications and international travel across several time zones are the order of the day. To ensure that phone calls do not disturb the family at home or business associates in cities on the other side of the world, it makes sense to keep track of two times. For that reason the new Portofino Dual Time was developed. While the hour and minute hands display current local time, the 24-hour display keeps you in touch with the time back at home. To help you get your bearings more easily, the lower half from 6 to 18 hours is slightly lighter in colour than the upper half from 18 to 6 hours. The local time can be simply advanced or turned back in one-hour steps using the crown. This also adjusts the date, turning it backwards or forwards. The new 64710 calibre, which is manufactured exclusively for IWC by MHVF (Manufacture Horlogère ValFleurier), provides a 72-hour power reserve when fully wound. The Portofino Dual Time with its Santoni alligator leather strap is available in red gold with a black dial or in stainless steel with a choice of a black or silver-plated dial.

Top: On the Portofino Dual Time, the local time and date can be simply advanced or turned back, making it ideal for frequent travellers

PORTOFINO DUAL TIME

Reference 3610

Reference IW361004
in 18-carat red gold with dark brown alligator leather strap

FEATURES

Mechanical movement | Self-winding | 72-hour power reserve when fully wound | 24-hour display on its own subdial | Date display | Small hacking seconds | Sapphire glass, arched edge, antireflective coating on both sides | See-through sapphire-glass back | Water-resistant 3 bar | Case height 12 mm | Diameter 45 mm | Alligator leather strap by Santoni

PORTOFINO DUAL TIME

Reference 3610

Reference IW361001
in stainless steel with black
alligator leather strap

Reference IW361002
in stainless steel with black
alligator leather strap

FEATURES

Mechanical movement | Self-winding | 72-hour power reserve when fully wound | 24-hour display on its own subdial | Date display | Small hacking seconds | Sapphire glass, arched edge, antireflective coating on both sides | See-through sapphire-glass back | Water-resistant 3 bar | Case height 12 mm | Diameter 45 mm | Alligator leather strap by Santoni

ELEGANCE WITH POWER FOR 192 HOURS

There are moments you look forward to all week long and for many lovers of fine watchmaking, winding up the new Portofino Hand-Wound Eight Days could soon be one of them. The flagship of the Portofino family with its newly developed IWC-manufactured 59210-calibre movement will run precisely and reliably for a full 192 hours, or eight days, before it automatically stops. The power remaining can be read off on the power reserve display on the dial between “8” and “9 o’clock”. In combination with the small seconds display at “6 o’clock” and the date display at “3”, this gives the dial a pleasingly balanced appearance. The indexless balance has a frequency of 28,800 A/h and, together with the Breguet spring bent into shape in accordance with ancient watchmaking tradition, helps to make the watch so accurate. The watch is available in a gold case with a slate-coloured dial and solid gold indices or in a stainless-steel case with a silver-plated or black dial and rhodium- or gold-plated indices. All models have a see-through sapphire-glass back and alligator leather straps by Santoni.

Top: A compelling blend of elegance and technical sophistication: the Portofino Hand-Wound Eight Days

PORTOFINO HAND-WOUND EIGHT DAYS

Reference 5101

Reference IW510104
in 18-carat red gold with dark brown alligator leather strap

FEATURES

Mechanical movement | Hand-wound | 8-day power reserve when fully wound | Power reserve display | Date display | Small hacking seconds | Sapphire glass, arched edge, antireflective coating on both sides | See-through saphhire-glass back | Water-resistant 3 bar | Case height 12 mm | Diameter 45 mm | Alligator leather strap by Santoni

PORTOFINO HAND-WOUND EIGHT DAYS

Reference 5101

Reference IW510103
in stainless steel with brown
alligator leather strap

Reference IW510102
in stainless steel with dark brown
alligator leather strap

FEATURES

Mechanical movement | Hand-wound | 8-day power reserve when fully wound | Power reserve display | Date display | Small hacking seconds | Sapphire glass, arched edge, antireflective coating on both sides | See-through saphhire-glass back | Water-resistant 3 bar | Case height 12 mm | Diameter 45 mm | Alligator leather strap by Santoni

TIMELESS ELEGANCE CAN BE MEASURED

If you were to approach the former fishing village of Portofino from the sea, the picturesque old houses could easily trick you into thinking that time had stood still, until you suddenly notice the sleek yachts with their luxury interiors and state-of-the-art technology lying at anchor. The elegant Portofino Chronograph provokes a similar reaction; its striking chronograph push-buttons are reminiscent of the cockpit of 1960s Italian sports cars. In much the same style, the stopwatch displays bring a distinctly sporty touch to the entire Portofino family. The watch, which features a convex sapphire glass and appliquéd Roman numerals, is driven by the time-tested self-winding 79320 calibre with its 44-hour power reserve. Apart from the classical alligator leather straps, there is a choice of cool but snug-fitting Milanese mesh bracelets that underscore the timeless character of the Portofino Chronograph.

Top: Equipped with modern technology, the Portofino Chronograph creates an elegant link to the look of the 1960s

PORTOFINO CHRONOGRAPH

Reference 3910

Reference IW391001
in stainless steel with dark brown alligator leather strap

Reference IW391002
in stainless steel with black alligator leather strap

FEATURES

Mechanical chronograph movement | Self-winding | 44-hour power reserve when fully wound | Day and date display | Stopwatch function with hours, minutes and seconds | Small hacking seconds | Sapphire glass, convex, antireflective coating on both sides | Water-resistant 3 bar | Case height 13.5 mm | Diameter 42 mm

PORTOFINO CHRONOGRAPH

Reference 3910

Reference IW391005
in stainless steel with Milanese
mesh bracelet in stainless steel

Reference IW391006
in stainless steel with Milanese
mesh bracelet in stainless steel

FEATURES

Mechanical chronograph movement | Self-winding | 44-hour power reserve when fully wound | Day and date display | Stopwatch function with hours, minutes and seconds | Small hacking seconds | Sapphire glass, convex, antireflective coating on both sides | Water-resistant 3 bar | Case height 13.5 mm | Diameter 42 mm | Milanese mesh bracelet in stainless steel

THREE HANDS, ONE CONCEPT

Simply classical: for many years the secret of the Portofino Automatic's success. Three hands and a discreet date display – the epitome of good taste, it needs no more. The solid, mechanical automatic movement reliably ticks away the time. For the first time ever, the Portofino Automatic comes in a modern 40-millimetre case and the evenly rounded sides of the watch case make it appear even slimmer. The red gold version with its silver-plated dial is available with an alligator leather strap. Buyers of the Portofino Automatic in stainless steel can choose between a silver-plated or black dial. The steel models are also available with a high-quality Milanese mesh bracelet in stainless steel. The back cover of the 18-carat red gold model is decorated with an exquisite engraving that shows a view of the harbour at Portofino.

Top: The Portofino Automatic: an expression of self-assured style and understatement

PORTOFINO AUTOMATIC

Reference 3565

Reference IW356504
in 18-carat red gold with dark brown alligator leather strap

FEATURES

Mechanical movement | Self-winding | 42-hour power reserve when fully wound | Date display | Central hacking seconds | Sapphire glass, convex, antireflective coating on both sides | Special back engraving | Water-resistant 3 bar | Case height 9.5 mm | Diameter 40 mm

PORTOFINO AUTOMATIC

Reference 3565

Reference IW356501
in stainless steel with black
alligator leather strap

Reference IW356502
in stainless steel with black
alligator leather strap

Reference IW356505
in stainless steel with Milanese
mesh bracelet in stainless steel

Reference IW356506
in stainless steel with Milanese
mesh bracelet in stainless steel

FEATURES

Mechanical movement | Self-winding | 42-hour power reserve when fully wound | Date display | Central hacking seconds | Sapphire glass, convex, antireflective coating on both sides | Water-resistant 3 bar | Case height 9.5 mm | Diameter 40 mm | Milanese mesh bracelet in stainless steel

AQUATIMER

PARTNERSHIP FOR AN ENDANGERED PARADISE

Basking in the sunshine on the igneous black rock, the iguanas – both terrestrial and marine varieties – look more like fairy-tale dragons. The flamingos and turtles enjoy the warmth on land. In the glittering, turquoise-green coves, squadrons of manta rays patrol the shallows while sea lions cavort in the cool waters of the Humboldt Current. Hammerheads circle at lower depths. The Galapagos Islands, 1,000 kilometres from the South American mainland, are one of the last natural paradises on earth. Forty percent of the fauna living in the archipelago can only be found here.

The budding British naturalist Charles Darwin visited the Galapagos Islands in September 1835 in the course of an expedition. He found a unique plant and animal ecosystem that differed from one island to the next, and included the finches that now bear his name. The observations he made here formed the essence of his lifework, “The Origin of Species”, which was published in 1859 and has since been the basis of the modern theory of evolution.

Unfortunately, this renowned laboratory of evolution is now under serious threat. The archipelago, declared part of mankind’s world heritage by UNESCO in 1978, is in constant danger from animals and plants introduced due to human activity. These jeopardize the unique Galapagos ecosystem by altering habitats and competing with the native wildlife. Pressure also comes from expanding tourism and development.

Top: The first Aquatimer, 1967

Despite efforts, sharks continue to be hunted for their fins and thrown back into the sea, where they die a slow death.

The Charles Darwin Foundation (CDF), established in 1959, is conducting a brave campaign to keep the sensitive ecosystem alive. As part of an international network, and in close partnership with the Ecuadorian government, CDF is dedicated to providing knowledge and assistance through scientific research and complementary action for the protection of the islands’ fauna and flora. However, in order to sustain its work, the CDF is largely dependent on donations. For years now, IWC has been committed to the principle of sustainability. The Schaffhausen-based company donates a considerable sum to ensure that CDF can continue its important work.

The involvement of IWC Schaffhausen in the exploration and protection of the fragile underwater world has a long tradition: indeed, the company’s connection with scuba diving goes back to the 1960s. It was the sport’s growing popularity that prompted IWC to launch the first Aquatimer in 1967. It was pressure-resistant to 20 bar and equipped with an internal rotating bezel that showed dive time. In 1982 came the first diver’s watch made of titanium: pressure-resistant to 200 bar, with an external rotating bezel, the Ocean 2000 created a furore.

Top: The marine iguanas endemic to the Galapagos Islands are threatened by feral domestic animals

It was in 1997 that IWC unveiled the GST sports watch line, which rapidly became a symbol of ruggedness combined with suitability for everyday wear. The inventive spirit of IWC's engineers then led to the GST Deep One in 1999. This eye-catching diver's watch in its titanium case was the first IWC watch with a mechanical depth gauge. The Aquatimer Deep Two, launched in 2009, is a worthy successor.

In 2009, precision, reliability and sophistication, together with the numerous technical improvements made to the new Aquatimer generation, once again underpinned the Schaffhausen-based company's aspirations to be in the leading position in the world of mechanical watchmaking. The most striking modification to the diver's watches, which have also become larger overall, was the external rotating bezel with its inset sapphire glass. Its underside is treated with a thick coating of Super-LumiNova®*, which guarantees that the dive time can be read off even in adverse lighting conditions with poor visibility. The chunky external rotating bezel can be turned anticlockwise even with thick gloves and clicks securely into place. Thanks to the

Top: IWC Schaffhausen has been closely linked with scuba diving since the 1960s

quick-change system** (cf. Technical details) the stainless-steel bracelet can now be easily exchanged in seconds – without the need for any special tools – for a rubber or hook-and-loop strap. The latter allows the watch to be worn over a diving suit (cf. page 41).

With the Aquatimer Chronograph in 18-carat red gold, IWC launched its first diver's watch in a case made of precious metal in 2009. Undoubtedly the most impressive feature on the Aquatimer Deep Two is its precise mechanical depth gauge, which indicates current dive depth as well as the maximum depth attained in the course of a dive down to 50 metres (cf. page 38). The bold colours chosen for the Aquatimer Chronograph are particularly striking, with a white or signal yellow arc for the first quarter-hour and a black dial. The other model features a combination of blue and white. The outstanding feature of the Aquatimer Automatic 2000 is its unusually high pressure-resistance of 200 bar. With its high-quality rubber-coated case, the Aquatimer Chronograph Edition Galapagos Islands feels every bit as good as it looks.

Top: The spotted eagle ray is on the Red List of Threatened Species


IWC
MON 25
SCHAFFHAUSEN

AN ELEGANT WAY TO TAKE THE PLUNGE

With the Aquatimer Chronograph in 18-carat red gold on his wrist, a man can change from a diving suit directly into a dinner jacket. The imposing case with its chunky external rotating bezel is an attention-grabber on land, while the ultra-strong luminescent coating under the sapphire-glass ring guarantees optimum legibility – and admiring glances – under water. The red colour accents underscore the sporty character of a diver's watch tested to pressures of 12 bar. Thanks to the flyback function, the chronograph can be stopped, reset and restarted, all at the touch of a button. Stopped hours and minutes are displayed on a subdial, the colour of which has been modified this year to match that of the black dial. The exclusive IWC-manufactured movement from the 89000-calibre family is equipped with IWC's efficient double-pawl winding system. Thanks to the bracelet quick-change system** (cf. Technical details), the rubber strap with its tough stainless-steel pin buckle can be exchanged quickly and easily for a hook-and-loop strap without the need for special tools.

Top: Thanks to the flyback function, the chronograph can be stopped, reset and restarted, all at the touch of a button

AQUATIMER CHRONOGRAPH

Reference 3769

Reference IW376905
in 18-carat red gold with
black rubber strap

FEATURES

Mechanical chronograph movement | Self-winding | 68-hour power reserve when fully wound | Date display | Stopwatch function with hours, minutes and seconds | Hour and minute counters combined in a single totalizer at 12 o'clock | Flyback function | Small hacking seconds | Mechanical external rotating bezel | Luminescent elements on hands, dial and external rotating bezel | Screw-in crown | Sapphire glass, convex, antireflective coating on both sides | See-through sapphire-glass back | Water-resistant 12 bar | Bracelet quick-change system** (cf. Technical details) | Case height 15.5 mm | Diameter 44 mm

LIGHTING UP THE DEPTHS

The 4-millimetre-wide external rotating bezel gives the Aquatimer Chronograph in stainless steel, water-resistant to 12 bar, an extremely striking face. And with its background lighting, it guarantees more safety during dives. This is because the Super-LumiNova®* luminescent coating applied to the underside is designed for maximum legibility of the elapsed dive time in all kinds of lighting conditions, including night dives. The differently coloured arc for the first quarter-hour on the rotating bezel is one of the hallmarks of the Aquatimer models. It is visible for an exceptionally long time in signal yellow, because yellow is only filtered out at considerable depth. It is joined this year by a new colour combination in blue and white. The colour of the subdials for the minute and hour counters has been modified to tone with the colour of the dial. Both models are available with a stainless-steel bracelet or a rubber strap in black or blue. Following further modification, the stainless-steel bracelets are now fitted with a double push-button safety clasp.

Top: The Aquatimer Chronograph in the new blue-and-white combination

AQUATIMER CHRONOGRAPH

Reference 3767

Reference IW376711
in stainless steel with
blue rubber strap

Reference IW376710
in stainless steel with
stainless-steel bracelet

FEATURES

Mechanical chronograph movement | Self-winding | 44-hour power reserve when fully wound | Date and day display | Small hacking seconds | Mechanical external rotating bezel | Luminescent elements on hands, dial and external rotating bezel | Screw-in crown | Sapphire glass, convex, antireflective coating on both sides | Water-resistant 12 bar | Bracelet quick-change system** (cf. Technical details) | Case height 15 mm | Diameter 44 mm

AQUATIMER CHRONOGRAPH

Reference 3767

Reference IW376709
in stainless steel with
black rubber strap

Reference IW376708
in stainless steel with
stainless-steel bracelet

FEATURES

Mechanical chronograph movement | Self-winding | 44-hour power reserve when fully wound | Date and day display | Small hacking seconds | Mechanical external rotating bezel | Luminescent elements on hands, dial and external rotating bezel | Screw-in crown | Sapphire glass, convex, antireflective coating on both sides | Water-resistant 12 bar | Bracelet quick-change system** (cf. Technical details) | Case height 15 mm | Diameter 44 mm

A DIVER'S WATCH IN THE SERVICE OF EVOLUTION

The Aquatimer Chronograph Edition Galapagos Islands makes a statement about a partnership for the environment which IWC Schaffhausen has entered into with the Galapagos-based Charles Darwin Foundation. For 50 years now, the Foundation has been making visitors aware of the archipelago's uniqueness and providing them with guidelines to ecologically sound behaviour. At the same time, it keeps watch to ensure that the waters are not plundered and that the animals do not fall victim to poachers or predators imported from elsewhere. IWC supports the work of the Foundation with a sizeable contribution generated by proceeds from the sale of the Aquatimer Chronograph Edition Galapagos Islands. This Aquatimer is the result of an evolution in watchmaking technology. The stainless-steel case undergoes a complex vulcanization process that leaves it with a matte-black rubber coating. This makes the watch, which is pressure-resistant to 12 bar, a joy to see and feel: as black as the lava on the volcanic islands and as white as the mist in which they are often shrouded.

Top: The case of the Aquatimer Chronograph Edition Galapagos Islands has a complex vulcanized rubber coating

AQUATIMER CHRONOGRAPH EDITION GALAPAGOS ISLANDS

Reference 3767

Reference IW376705
in rubber-coated stainless steel
with black rubber strap

FEATURES

Mechanical chronograph movement | Self-winding | 44-hour power reserve when fully wound | Date and day display | Small hacking seconds | Mechanical external rotating bezel | Luminescent elements on hands, dial and external rotating bezel | Screw-in crown | Sapphire glass, convex, antireflective coating on both sides | Special back engraving | Water-resistant 12 bar | Bracelet quick-change system** (cf. Technical details) | Case height 15 mm | Diameter 44 mm

PERFECT TIMING FOR DEEP-SEA DIVERS

With its 44-millimetre case and pressure-resistance to 200 bar, the Aquatimer Automatic 2000 is ideally suited for underwater use. The striking external rotating bezel, the hallmark of the current Aquatimer generation, can be turned easily under water, even when wearing gloves. No fewer than six coatings of Super-LumiNova®* are applied to the underside of the sapphire-glass ring. Thanks to this highly effective luminescent material, the elapsed dive time is clearly visible even in poor lighting conditions.

The watch is available with a white or black dial, with the minute hand and arc for the first quarter-hour in white or signal yellow. Both models are available with the further improved stainless-steel bracelet featuring the double push-button safety clasp or a black rubber strap with a pin buckle. Professional divers will also find the extra-long hook-and-loop strap (available as an optional extra) useful when wearing the watch over a diving suit.

Top: With pressure-resistance to 200 bar, the Aquatimer Automatic 2000 meets the exacting demands of the most ambitious diver

AQUATIMER AUTOMATIC 2000

Reference 3568

Reference IW356810
in stainless steel with
black rubber strap

Reference IW356808
in stainless steel with
stainless-steel bracelet

FEATURES

Mechanical movement | Self-winding | 42-hour power reserve when fully wound | Date display | Central hacking seconds | Mechanical external rotating bezel | Luminescent elements on hands, dial and external rotating bezel | Screw-in crown | Sapphire glass, convex, antireflective coating on both sides | Water-resistant 200 bar | Bracelet quick-change system** (cf. Technical details) | Case height 14 mm | Diameter 44 mm

AQUATIMER AUTOMATIC 2000

Reference 3568

Reference IW356811
in stainless steel with
black rubber strap

Reference IW356809
in stainless steel with
stainless-steel bracelet

FEATURES

Mechanical movement | Self-winding | 42-hour power reserve when fully wound | Date display | Central hacking seconds | Mechanical external rotating bezel | Luminescent elements on hands, dial and external rotating bezel | Screw-in crown | Sapphire glass, convex, antireflective coating on both sides | Water-resistant 200 bar | Bracelet quick-change system** (cf. Technical details) | Case height 14 mm | Diameter 44 mm

PLAYING IT SAFE DOWN IN THE DEPTHS

With its mechanical depth gauge, the Aquatimer Deep Two offers maximum safety and security. Water-resistant to 12 bar, the watch contains a complete backup system that permits the diver to measure and plan vital parameters such as dive depth and time in the event of a dive computer failure. Two indicators show current depth and the maximum depth reached in the course of the dive (down to 50 metres) on a white scale. The blue indicator moves to show the actual dive depth, while the red one remains static at the maximum depth attained during the dive. The pressure metering system is located on the left-hand side of the case (cf. page 38 to read how it works). The Aquatimer Deep Two has an enormous 46-millimetre stainless-steel case that houses a 30110-calibre automatic movement with central seconds, date display and 42-hour power reserve. The steel back is decorated with an elaborate relief engraving of a diving helmet. The further improved stainless-steel bracelet now also features a double push-button safety clasp.

Top: The blue indicator moves to show the current dive depth on the white scale, while the red one remains static at the maximum dive depth (down to 50 metres)

AQUATIMER DEEP TWO

Reference 3547

Reference IW354702
in stainless steel with
black rubber strap

Reference IW354703
in stainless steel with
stainless-steel bracelet

FEATURES

Mechanical movement | Self-winding | 42-hour power reserve when fully wound | Date display | Central hacking seconds | Mechanical external rotating bezel | Mechanical depth gauge with split indicator showing maximum depth to 50 m | Luminescent elements on hands, dial and external rotating bezel | Screw-in crown | Sapphire glass, convex, antireflective coating on both sides | Special back engraving | Water-resistant 12 bar | Bracelet quick-change system** (cf. Technical details) | Case height 15.5 mm | Diameter 46 mm

INGENIEUR

NOW THERE'S A NAME FOR VISIONARY TECHNOLOGY: INGENIEUR

No other watch from IWC has cemented the company's reputation for technical expertise as strongly as the first Ingenieur, launched in 1955 with an IWC automatic movement housed in a soft-iron inner case for protection against magnetic fields. The giant leap from hand-wound to automatic movements had been made four years earlier with the then revolutionary IWC 85 calibre with central seconds, whose origins dated back to the 1940s. However, it was only with the Ingenieur that IWC catapulted itself into the vanguard of Swiss manufacturers competing to create the first bidirectional automatic movement. Its winding system – featuring a rocking bar and rollers in the automatic 85-calibre family – goes all the way back to technical director Albert Pellaton and set new standards in watchmaking.

The Yacht Club and the Ingenieur SL in the 1960s and 70s, featuring the further developed 8541 and 854 calibres (with and without date display), were even more robust. The Yacht Club's movement even had a shock-absorption system cushioned on rubber buffers. From 1976, the ultra-slim 8541ES calibre – the distillation of all the company's movement-making expertise – was used in the Ingenieur SL, Reference 1832. This watch is still much sought after by collectors today, and its unusual shape has become one of the hallmark features of all subsequent models in the Ingenieur watch family: the five distinctive bores in the bezel, the "graph paper" design – as it used to be known to collectors – on the dial and the bolt of lightning in the logo. When IWC manufactured its first titanium cases in the early 1980s, the ultra-slim Ingenieur Titanium, Reference 3350, was one of the front runners. In 1989, IWC presented an Ingenieur, Reference 3508, with protection against magnetic fields up to 500,000 amperes per metre that could withstand even a magnetic resonance tomograph.

Top: The first time the hallmarks of the watch family's design feature together: Ingenieur SL, Reference 1832, unveiled 1976

Top: Ingenieur watches prove their ruggedness in practical use, here scaling the bizarre rock formations found in the south-western USA

In 2005, the Ingenieur, one of IWC's best-known timepieces, celebrated a resounding comeback: mechanical engineering at its purest, in the shape of a watch. The new generation withstood shocks, impacts and vibrations, and functioned reliably in the presence of the magnetism – now omnipresent – emitted by an increasing number of machines and appliances. With its extra-large 51113 calibre, Pellaton winding system and seven-day power reserve, the 45.5-millimetre Big Ingenieur in its stainless-steel case caused a furore when it was launched in 2007. A year later, it was unveiled in platinum and rose gold versions.

Whilst IWC's Pilots Watches were inspired by the skies, and the Aquatimer family by the oceans, the element that gave rise to the Ingenieur was the earth. So it seems only logical that the raison d'être of the Ingenieur Automatic Mission Earth is mentioned in its name. For devotees of mechanical timepieces with a penchant for absolute precision, the Big Ingenieur is also available as a chronograph with an analogue display for long recorded times and a tachymeter scale. Perhaps more than any other watch family from IWC, the Ingenieur's name stands for ruggedness even under extreme conditions and a passion for nature paired with a lust for adventure. One man who knows all about this is adventurer and environmentalist David de Rothschild, with whose organization, Adventure Ecology, IWC has entered into a long-term partnership. Adventure Ecology harnesses the

Top: Ingenieur watches are in their element in the world's most inhospitable regions

power of dreams, adventures and stories, drawing on them to inspire, educate and engage individuals, institutions and industry to move towards a smarter, more sustainable way of living. In 2009, IWC paid tribute to this commitment with a limited special edition watch, the Ingenieur Automatic Mission Earth Edition "Adventure Ecology". And in 2010, David de Rothschild and his crew wore robust "Adventure Ecology" timepieces on an arduous voyage across the Pacific Ocean that took them over four months. The team mastered countless challenges aboard "Plastiki", their avant-garde catamaran that consisted, amongst other things, of 12,500 reclaimed plastic bottles. It was equipped with a sail of recyclable high-tech material as well as solar panels, wind turbines and bicycle-powered generators to supply "Plastiki" with electricity. The spectacular "Plastiki" expedition drew public attention to the damage that we as humans thoughtlessly inflict upon nature. It is hoped that it will generate global awareness highlighting the need for us to reduce our use of plastic and polystyrene and to recycle or dispose of it more responsibly.

Top: Bedding down for the night before taking on the peak: precision timing is crucial


12
IWC
6

FOR ENGINEERS WITH A PENCHANT FOR PRECISION

Following the successful launch of the Big Ingenieur, it was only a matter of time before this coveted giant of a watch became available with an IWC-manufactured chronograph. For the first time in this watch family, it also came with the analogue display developed by IWC for long recorded times: stopped minutes and hours can be read off just like the time of day and require no addition. Short stop times of under a minute are timed by the central stopwatch hand. Used in combination with the tachymeter scale, this provides the speed at which a reference distance of 1,000 metres has been completed. Thanks to the flyback function, pushing the reset button returns the stopwatch hand to zero and immediately starts a new timing sequence. In the model with the black dial, the subdials are now also black, and there is a new stainless-steel version with a silver-plated dial. For anyone who appreciates complex mechanics, the sapphire-glass back provides a view of the further improved 89361 calibre at work. It is powered by IWC's highly efficient double-pawl winding, which builds up a power reserve of 68 hours in no time.

Top: Stopped minutes and hours are shown together in the upper totalizer

BIG INGENIEUR CHRONOGRAPH

Reference 3784

Reference IW378406
in stainless steel with black alligator leather strap

Reference IW378405
in stainless steel with black alligator leather strap

FEATURES

Mechanical chronograph movement | Self-winding | 68-hour power reserve when fully wound | Stopwatch function with hours, minutes and seconds | Hour and minute counters combined in a single totalizer at 12 o'clock | Flyback function | Date display with crown-activated rapid advance | Small hacking seconds | Screw-in crown | Sapphire glass, flat, antireflective coating on both sides | See-through sapphire-glass back | Water-resistant 12 bar | Case height 14.5 mm | Diameter 45.5 mm

TIME FOR GREAT ENGINEERS

True greatness comes from within, but it is often clearly visible from the outside. The Big Ingenieur, for instance, has an impressive 45.5-millimetre case that is necessary because the extra-large 51113 calibre with its Pellaton automatic winding system and seven-day power reserve, requires more space. Not everyone, of course, works in high-energy environments, surrounded by strong magnetic fields, so the designers did away with the soft-iron inner case in favour of a sapphire-glass back. This modification provides an unimpeded view of the fascinating movement, significantly reduces the height of the case and makes the watch much more comfortable to wear. The watch is available in platinum and rose gold with a silverplated dial or in stainless steel with a dial in black. Another by now unmistakable IWC feature – the last day indicated in red on the power reserve display – adds a striking touch.

Top: Exclusive to this family of watches: a seven-day power reserve with a red indicator for the last day on the display

BIG INGENIEUR

Reference 5005

Reference IW500502
in platinum with black alligator leather strap

FEATURES

Limited edition of 500 watches in platinum | Mechanical movement | Pellaton automatic winding | 7-day power reserve when fully wound | Power reserve display | Date display | Central hacking seconds | Glucydur®* beryllium alloy balance with high-precision adjustment cam on balance arms | Breguet spring | Screw-in crown | Sapphire glass, flat, antireflective coating on both sides | See-through sapphire-glass back | Water-resistant 12 bar | Case height 15 mm | Diameter 45.5 mm

BIG INGENIEUR

Reference 5005

Reference IW500503
in 18-carat rose gold with brown
alligator leather strap

Reference IW500501
in stainless steel with black
alligator leather strap

Reference IW500505
in stainless steel with
stainless-steel bracelet

FEATURES

Mechanical movement | Pellaton automatic winding | 7-day power reserve when fully wound | Power reserve display | Date display | Central hacking seconds | Glucydur®* beryllium alloy balance with high-precision adjustment cam on balance arms | Breguet spring | Screw-in crown | Sapphire glass, flat, antireflective coating on both sides | See-through sapphire-glass back | Water-resistant 12 bar | Case height 15 mm | Diameter 45.5 mm

BUILT TO TAKE TERRESTRIAL CHALLENGES

Anyone intending to push himself to his limits in the icy wastes of Alaska, the tropical rainforests of Amazonia or the African desert needs a rugged and reliable companion. Someone – or something – he can count on in any situation. The Ingenieur Automatic Mission Earth was designed to master extreme situations of any kind. Its IWC-manufactured movement has an integrated shock absorber. It is water-resistant to 12 bar, and even magnetic fields of up to 80,000 amperes per metre leave it unmoved. The enlarged stainless-steel case, the protective shoulders for the screw-in crown and the newly designed horns for improved comfort send out a clear message: this is a wristwatch you can count on, through thick and thin. Fitted with a stainless-steel bracelet or black rubber strap, the Ingenieur Automatic Mission Earth was designed with sustainability and a long service life in mind. Its name stands for the urgent task facing all humanity: the need to step up protection for an endangered environment.

Top: The Ingenieur Automatic Mission Earth is also a reliable companion for extreme sports of all kinds

INGENIEUR AUTOMATIC MISSION EARTH

Reference 3236

Reference IW323601
in stainless steel with
black rubber strap

Reference IW323604
in stainless steel with
stainless-steel bracelet

FEATURES

Mechanical movement | Self-winding | 44-hour power reserve when fully wound | Integrated shock-absorption system | Date display with crown-activated rapid advance | Central hacking seconds | Soft-iron inner case for protection against magnetic fields up to 80,000 A/m | Screw-in crown | Sapphire glass, flat, antireflective coating on both sides | Water-resistant 12 bar | Case height 15 mm | Diameter 46 mm

THE MISSION OF AN ENVIRONMENTALIST

The Ingenieur Automatic Mission Earth Edition “Plastiki” has proven its suitability for expedition use in more than 30 extreme tests and on gruelling journeys of adventure. Ticking away inside the steel case, water-resistant to 12 bar with sturdy protective shoulders for the crown, is the IWC-manufactured 80110 calibre, which is also protected against magnetic fields by a soft-iron inner case and against impacts by a shock absorber. A watch with this uncompromising attitude was designed to accompany environmentalist and adventurer David de Rothschild and his team on their spectacular ocean expedition named “Plastiki”. In 2010, he and his crew wore IWC “Adventure Ecology” models, the inspiration for the “Plastiki”, on its expedition across the Pacific Ocean. Their misison was to draw global attention to the health of the oceans, in particular the colossal amounts of plastic that are choking our waves, whilst rethinking waste as a resource. In the Top of the World expedition of 2006, a team crossed the Arctic, drawing attention to the melting polar ice caps. In 2007, David led a team of scientists and artists to Ecuador and the Amazon basin, highlighting the devastation of the majestic forests and its inhabitants due to oil drilling. This year IWC pays tribute to David’s commitment with the Ingenieur Automatic Mission Earth Edition “Plastiki”, which is limited to just 1,000 watches. The model is dedicated to the principle of sustainability and designed for a particularly long and active life.

Top: With the Ingenieur Automatic Mission Earth Edition “Plastiki” on his wrist, David de Rothschild, together with his crew, mastered 8,000 nautical miles on the “Plastiki”

INGENIEUR AUTOMATIC MISSION EARTH EDITION “PLASTIKI”

Reference 3236

Reference IW323608
in stainless steel with
blue rubber strap

FEATURES

Limited edition of 1,000 watches in stainless steel | Mechanical movement | Self-winding | 44-hour power reserve when fully wound | Integrated shock-absorption system | Date display with crown-activated rapid advance | Central hacking seconds | Soft-iron inner case for protection against magnetic fields up to 80,000 A/m | Screw-in crown | Sapphire glass, flat, antireflective coating on both sides | Water-resistant 12 bar | Case height 15 mm | Diameter 46 mm

THE INGENIEUR FAMILY EMBRACES TITANIUM

The Ingenieur Double Chronograph Titanium with its 79230 calibre represents a double premiere from IWC. For the first time ever, the watch family has a rattrapante – in other words, a split-seconds hand. The hand is used to measure intermediate times, while the stopwatch hand continues to run: simply pushing the button at “10 o’clock” causes the two hands to start running synchronously again, meaning the user can alternate between intermediate and aggregate times as often as desired. The second new feature is the case of the double chronograph, which is made of titanium, a material already successfully used in Ingenieur watches. Titanium is light, pleasant to wear, extremely hard-wearing and cannot cause skin allergies. Ingenieur family connoisseurs will immediately spot the screw heads in the bezel’s five bores. Coated in diamond-like carbon (DLC), they are a fine aesthetic match for the push-buttons, painstakingly coated black rubber, and the crown protection.

Top: The combination of lightweight titanium case, rubber strap and split-seconds complication represents a premiere for the Ingenieur family

INGENIEUR DOUBLE CHRONOGRAPH TITANIUM

Reference 3765

Reference IW376501
in titanium with black
rubber strap

FEATURES
Mechanical chronograph movement | Self-winding | 44-hour power reserve when fully wound | Day and date display | Small hacking seconds | Split-seconds hand for intermediate timing | Screw-in crown | Sapphire glass, antireflective coating on both sides | Water-resistant 12 bar | Case height 16 mm | Diameter 45 mm

PILOT'S WATCHES FROM IWC WRITE HISTORY

In the early days of aviation, most pilots used to navigate with the help of pocket watches, because wristwatches specially designed for flying were still very rare. The first "Special Pilot's Watch", built by IWC in 1936, came with a rugged glass, a rotating bezel with an arrowhead index for instantaneous legibility and an antimagnetic escapement, together with high-contrast, luminescent hands and numerals. From 1940, IWC started producing the 52 T. S. C. Big Pilot's Watch in accordance with military specifications. It featured an IWC-manufactured movement and a large seconds hand. With a case diameter of 55 millimetres and weighing 183 grammes, the largest wristwatch ever built by IWC delivered the precision required of a chronometer and satisfied the special requirements that applied at that time to navigation or deck watches.

The demand for Pilot's Watches equally precise as they were robust had rocketed in the 1930s, not least because the legendary – and extremely reliable – Ju 52 aircraft had paved the way for safe air travel. The aircraft owes its excellent reputation to the basic thinking that was also behind all Pilot's Watches from IWC: reduced in size and simplified to make the aircraft even lighter and easier to service and maintain.

The focus on essentials is also reflected in the cockpit instrumentation. Pilots found themselves having to keep track of an increasing number of instruments. For them it was vital to have a well-organized cockpit and maximum legibility even under the most difficult lighting conditions. The Ju 52's instruments were mostly round, featuring brightly coloured hands against a black background. It was this "instrument look" that guided IWC's designers when they were creating the original Big Pilot's Watch and the Mark 11, which followed around 1948. It was manufactured until 1984 and is the best-known IWC Pilot's Watch of them all. It was one of the very first watches to meet the demanding criteria required of a professional pilot's watch. Its movement was enclosed in an additional soft-iron inner case, which protected the movement against magnetic fields. The first examples of the Mark 11 and the Big Pilot's Watch still run perfectly to this day and are much sought-after, top-quality collectors' items.

In 1988, the Pilot's Watch tradition was sustained by the Pilot's Chronograph. This was followed in 1992 by the Pilot's Watch Double Chronograph with a split-seconds mechanism and automatic winding. In 1994 the Mark XII Pilot's Watch succeeded the Mark 11. As was to be expected, it was a state-of-the-art timepiece featuring an automatic movement and date display. In 1998 the Pilot's Watch UTC, where changes to both the time and date can be made using simply the crown, was IWC's reaction to growing mobility in an increasingly globalized world. A year later, the new Mark XV emerged as the clear winner of a stiff airworthiness test among ten of the best pilot's watches available. In 2002, IWC revived the Big Pilot's Watch tradition and launched a new version with a seven-day movement and power reserve display.

Top: The Big Pilot's Watch; here, the original model of 1940

Top: The Ju 52 still takes tricky routes over the Alps in its stride

In 2008, in recognition of perhaps the world's strongest interpersonal bond, IWC unveiled a special edition – Pilot's Watches for Father and Son. This consists of Pilot's Watches in platinum and stainless steel, available either as a duo or as a set of several pieces, in a beautifully finished case.

The poet and pilot Antoine de Saint-Exupéry was already a legend in his own lifetime. People tend to be fascinated as much by his books, translated into more than 50 languages and including the world-famous fairy-tale-like story "Le Petit Prince" ("The Little Prince"), as by his adventurous life. A selection of the stepping stones in his career demonstrates just how much Saint-Exupéry's life, after his training as a pilot, was influenced by his passion for flying. In 1926 he was a pilot for Aéropostale, in 1927 a cargo plane pilot on the Toulouse–Casablanca–Dakar run, and in 1929 director of an airline in Buenos Aires. During his attempt to break the long-distance record from Paris to Saigon in 1935, he crash-landed in the Egyptian desert and was saved literally at the last minute from dying of thirst. After the outbreak of the Second World War, Saint-Exupéry was attached to a reconnaissance squadron in Arras. Following the unit's demobilization after the ceasefire of June 1940, he obtained permission to return to active military service in 1943 and a year later was fighting against the German occupying forces in North Africa. On 31 July 1944, "Saint-Ex", as he was fondly referred to by his admirers, climbed into the cockpit of his Lightning P-38 to carry out a reconnaissance mission over occupied France. He never returned. In 2003, wreckage from his Lightning was salvaged from the Mediterranean Sea near Marseilles.

For years now, IWC has been releasing special editions of the Pilot's Watch that commemorate those works of the French author Antoine de Saint-Exupéry that are closely linked with the pioneering days of flying. In 2006, the Pilot's Watch Chronograph was the first tribute to the world-famous pilot and poet and his novel

Top: From 1927 Antoine de Saint-Exupéry worked as a pilot for a civil airline, Aéropostale, flying cargo on the Toulouse–Casablanca–Dakar route
Right: A legend in his own lifetime: Antoine de Saint-Exupéry

"Night Flight". In 2007, the Pilot's Watch Automatic honoured his gripping work "Southern Mail" and, in 2008, the Pilot's Watch UTC the poetic novel "Wind, Sand and Stars". In 2009 and 2010, the Big Pilot's Watch Edition Antoine de Saint Exupéry honoured his outstanding life's work. And this year, the seldom-produced Big Pilot's Watch Perpetual Calendar has been selected for the much-coveted special edition.

For over 70 years, IWC has been making Pilot's Watches for professional use and knows precisely what these instruments for pilots must withstand – and how they must perform – in extreme situations. In 2007, the Pilot's Watch Double Chronograph Edition TOP GUN catapulted from nowhere to join the other members of the IWC Pilot's Watch squadron. It takes its name from a special training course offered by the United States Navy Fighter Weapons School for "Strike Fighter Tactics Instructor", better known by the legendary accolade Top Gun. Anyone who successfully completes this course is part of a tiny elite comprising the best-trained, fastest-reacting and most courageous pilots in the world. The demands placed on the young pilots are no less exacting than those on the materials that propel them above the clouds at supersonic speeds – materials that cannot afford to show any sign of weakness. The Pilot's Watch Double Chronograph Edition TOP GUN fully satisfies these requirements.

In 2003, IWC began producing a Pilot's Watch series named after the legendary Spitfire. The outstanding role played by the most successful British fighter and reconnaissance plane of all time in the Battle of Britain secured the aircraft – of which more were built than any other British plane – lasting cult status in its home country. In its day, the Spitfire was a technological and aerodynamic masterpiece. The large wing area enabled it to take extremely tight curves and gave the aircraft its superior manoeuvrability. The aircraft's outstanding dynamics were due not only to the unusual wings. Chief designer Reginald Joseph Mitchell also designed a retractable undercarriage (for which he made room within wings that were unusually slim for the time), and designed an extremely svelte fuselage whose body was entirely smooth.

Another major factor contributing to the Spitfire's fantastic performance was, of course, the 1,000-HP Rolls-Royce engine, which in the Spitfire Version 1 transmitted its thrust through a fixed, twin-blade wooden propeller. Subsequently, there was a switch to three-, four- and eventually five-blade propellers made of steel. No fewer than 20,351 were built of the 24 versions of the Spitfire in its illustrious career – a figure that has remained unequalled in Great Britain to this day. Today, around 21 Spitfires are still flying and, apart from being welcome guests at air shows all over the world, are also expensive collectors' items: a fully restored aircraft in pristine condition costs around 3 million US dollars. If you can find one.

But the Spitfire watch line owes more than its name to this fabulous aircraft. The austere, technical feel of the silver-coloured dial evokes associations with the elegant fuselage of its namesake. In much the same way that the sheet steel was usually secured to the framework with rivets, the numerals and indices of the watches in the Spitfire collection are "riveted" into position. The appliqués are grouped around the centre of the dial, which is elevated, in the truest sense of the word. Its three-dimensional nature is clear if you look at the watch from an oblique angle.

Top: The legendary Spitfire flying in formation

Top: Only the best Navy pilots ever attain Top Gun status. They have to be able to take off and land their jets on the deck of an aircraft carrier


IWC
SCHAFFHAUSEN
AUTOMATIC

A PILOT'S WATCH OF A VERY SPECIAL CALIBRE

Since 2002, the Big Pilot's Watch has been IWC's flagship. Its IWC-manufactured 51111 calibre – one of the largest automatic movements in the world – contains all the features that have proved their worth in the long history of IWC mechanical watches. Within no time at all, the spring-mounted rotor and Pellaton pawl winding build up a power reserve of 8.5 days. Of this, only 7 days' energy is used before the movement is mechanically stopped by an ingenious little train in the power reserve. Stopping the movement before all the tension in the spring is exhausted eliminates the danger of diminishing torque in the mainspring. This ensures the same level of accuracy whilst the watch is running. The 46.2-millimetre case encloses a soft-iron cage that protects the movements against extreme magnetic fields. The design with its clearly laid-out dial, arrowhead index at "12 o'clock" and onion-shaped crown unmistakably echoes the Big Pilot's Watch of 1940 which, with a diameter of 55 millimetres, was the largest wristwatch ever made by IWC.

Top: The IWC-manufactured calibre in the Big Pilot's Watch has a seven-day power reserve

BIG PILOT'S WATCH

Reference 5004

Reference IW500402
in 18-carat white gold with dark brown alligator leather strap

Reference IW500401
in stainless steel with black alligator leather strap

FEATURES

Mechanical movement | Pellaton automatic winding | 7-day power reserve when fully wound | Power reserve display | Date display | Central hacking seconds | Glucydur®* beryllium alloy balance with high-precision adjustment cam on balance arms | Breguet spring | Soft-iron inner case for protection against magnetic fields | Screw-in crown | Sapphire glass, convex, antireflective coating on both sides and secured against displacement by drop in air pressure | Water-resistant 6 bar | Case height 15.8 mm | Diameter 46.2 mm

AN EVEN GREATER PRESENCE: THE PILOT'S WATCH CHRONOGRAPH

With its case measuring 42 millimetres in diameter, the Pilot's Watch Chronograph is an immediate attention-grabber. The dial leans heavily on the classical design of the Big Pilot's Watch, as can be seen, among other things, from the eye-catching chapter ring and the propeller-like hands. The robust 79320-calibre chronograph movement functions as a stopwatch with aggregate timing up to 12 hours and shows the day and the date. The chronograph's alligator leather strap comes with a classic pin buckle while the stainless-steel bracelet features a folding clasp.

Top: The functional design of the Ju 52 cockpit inspired the instrument look of IWC's Pilot's Watches

PILOT'S WATCH CHRONOGRAPH

Reference 3717

Reference IW371713
in 18-carat rose gold with dark brown alligator leather strap

Reference IW371701
in stainless steel with black alligator leather strap
(also available with stainless-steel bracelet)

FEATURES

Mechanical chronograph movement | Self-winding | 44-hour power reserve when fully wound | Date and day display | Stopwatch function with hours, minutes and seconds | Small hacking seconds | Soft-iron inner case for protection against magnetic fields | Screw-in crown | Sapphire glass, convex, antireflective coating on both sides and secured against displacement by drop in air pressure | Water-resistant 6 bar | Case height 14.7 mm | Diameter 42 mm

A WORTHY SUCCESSOR TO A FLYING LEGEND

The model that originally inspired it, the Mark 11, went on to become one of the most famous pilot's watches of all time. Its direct predecessor, the Mark XV, has also established itself as a legend in its own right. But the Mark XVI is in no way overshadowed by its forebears. On the contrary, the 39-millimetre diameter makes the watch's proportions look a touch more balanced. The reduced design of the dial – immediately reminiscent of an aircraft cockpit – underscores the fact that the Mark XVI is a consistent and logical extension to the ongoing Pilot's Watch legend initiated by the Mark 11. The 30110-calibre automatic movement has a 42-hour power reserve and shows the date as well as the time. Protection against magnetic fields and a glass secured against drops in air pressure make the Mark XVI a reliable companion for everyday and extreme situations.

Top: The Pilot's Watch Mark XVI in its classical cockpit-style design

PILOT'S WATCH MARK XVI

Reference 3255

Reference IW325501
in stainless steel with black alligator leather strap

Reference IW325504
in stainless steel with stainless-steel bracelet

FEATURES

Mechanical movement | Self-winding | 42-hour power reserve when fully wound | Date display | Central hacking seconds | Soft-iron inner case for protection against magnetic fields | Screw-in crown | Sapphire glass, convex, antireflective coating on both sides and secured against displacement by drop in air pressure | Water-resistant 6 bar | Case height 11.5 mm | Diameter 39 mm

PILOT'S WATCHES STAY IN THE FAMILY

Watches have always been one of the most personal of family gifts. Linked as they often are with a special memory, a joyous occasion or an unforgettable piece of family history, their value goes far beyond that of an everyday object. Young men no longer need to wait to inherit a much-coveted timepiece because IWC now offers all fathers and sons an exclusive opportunity to demonstrate the good taste they have in common while retaining their distinctive personalities – with the set of Pilot's Watches for Father and Son. The external similarities run in the family: the same pale rhodium-plated dial, the striking screw-in onion-shaped crown and the brown alligator leather strap. Hidden away inside the platinum case of the Big Pilot's Watch for fathers is the IWC-manufactured 51111 calibre with its seven-day power reserve. In terms of size and technology, the stainless-steel model for the son is identical to the Pilot's Watch Mark XVI. This watch is available with a pin buckle or, by special order and for an extra consideration, with a folding clasp. The inner circle on the back cover is reserved for an engraving of the lucky recipient's name – not only a stylish dedication but also a safeguard against mix-ups – because this Pilot's Watch set also comes in larger versions for fathers with more than one son.

Top: Pilot and co-pilot at work, assisted by the exclusive Pilot's Watch set

PILOT'S WATCHES FOR FATHER AND SON

Reference 5004

Reference IW500413
in platinum with brown
alligator leather strap

FEATURES

Mechanical movement | Pellaton automatic winding | 7-day power reserve when fully wound | Power reserve display | Date display | Central hacking seconds | Glucydur®* beryllium alloy balance with high-precision adjustment cam on balance arms | Breguet spring | Screw-in crown | Sapphire glass, convex, antireflective coating on both sides and secured against displacement by drop in air pressure | Water-resistant 6 bar | Case height 15.8 mm | Diameter 46.2 mm

PILOT'S WATCHES FOR FATHER AND SON

Reference 3255

Reference IW325512
in stainless steel with brown
alligator leather strap

FEATURES

Mechanical movement | Self-winding | 42-hour power reserve when fully wound | Date display | Central hacking seconds | Screw-in crown | Sapphire glass, convex, antireflective coating on both sides and secured against displacement by drop in air pressure | Water-resistant 6 bar | Case height 11.5 mm | Diameter 39 mm

A BIG PILOT'S WATCH IN HONOUR OF A GREAT MAN'S WORK

For the first time in history, the rarely produced Big Pilot's Watch Perpetual Calendar joins the limited Pilot's Watch collection with which IWC honours the passionate pilot and poet Antoine de Saint-Exupéry. The series pays tribute to the author's outstanding literary oeuvre. With its – by now characteristic – tobacco brown dial and striking calfskin strap, the watch is instantly recognizable to connoisseurs and collectors as an exclusive "Saint Ex". And it is packed with outstanding technical features, among them the imposing IWC-manufactured 51614 calibre with Pellaton winding system and seven-day power reserve as well as a mechanical perpetual calendar showing the year in four digits. The dial combines the watch's characteristic cockpit-style design with the filigree display of the perpetual calendar. In the moon phase display, two little airplane silhouettes indicate the state of the moon in the northern and southern hemispheres. Each of the displays is automatically advanced and will take into account every single leap day in the Gregorian calendar until 2100, without any form of adjustment. The special edition in 18-carat red gold is limited to 500 watches.

Top: Antoine de Saint-Exupéry, author, pilot and humanist

BIG PILOT'S WATCH PERPETUAL CALENDAR EDITION ANTOINE DE SAINT EXUPÉRY

Reference 5026

Reference IW502617
in 18-carat red gold with brown calfskin strap

FEATURES

Limited edition of 500 watches in 18-carat red gold | Mechanical movement | Pellaton automatic winding | 7-day power reserve when fully wound | Power reserve display | Perpetual calendar with displays for the date, day, month, year in four digits and perpetual moon phase | Small hacking seconds | Glucydur®* beryllium alloy balance with high-precision adjustment cam on balance arms | Breguet spring | Rotor with engraving and 18-carat gold medallion | Screw-in crown | Sapphire glass, convex, antireflective coating on both sides | See-through sapphire-glass back | Water-resistant 6 bar | Case height 16 mm | Diameter 46 mm

CLEARANCE FOR TAKE-OFF

The pilots at the United States Navy Fighter Weapons School are the best in their class. Only they can aspire to the ranking of Top Gun, which also features on the side and back of a watch from IWC: the Pilot's Watch Double Chronograph Edition TOP GUN. The case, with its 46-millimetre diameter, is made of black high-tech ceramic, the crown, push-buttons and back cover of matte grey titanium. Powered by the 79230-calibre chronograph movement, the watch is a distillation of all IWC's expertise in the manufacture of professional Pilot's Watches. This is reflected in the aircraft-inspired design elements, all the way through to the altimeter-like date display. On the dial, the small seconds hand and counterpoises of the two central stopwatch hands, all in bright red, stand out clearly. When at rest, the latter are positioned one on top of the other, providing an indication of the watchmaking speciality represented by the double chronograph with its split-seconds function (rattrapante). This can be used to stop times to an accuracy of fractions of a second or to measure intermediate times within any one-minute period. Needless to say in a Pilot's Watch of this calibre, protection of the movement against magnetism is guaranteed by a soft-iron inner case.

Top: The combination of black high-tech ceramic, matte grey titanium and a soft strap is unique in the IWC Pilot's Watch family

PILOT'S WATCH DOUBLE CHRONOGRAPH EDITION TOP GUN

Reference 3799

Reference IW379901
in ceramic with black soft strap

FEATURES

Mechanical chronograph movement | Self-winding | 44-hour power reserve when fully wound | Date and day display | Small hacking seconds | Split-seconds hand for intermediate timing | Soft-iron inner case for protection against magnetic fields | Screw-in crown | Sapphire glass, convex, antireflective coating on both sides and secured against displacement by drop in air pressure | Water-resistant 6 bar | Back cover with Top Gun logo insignia | Case height 17.8 mm | Diameter 46 mm


IWC
SCHAFFHAUSEN
MON 25

THREE VITAL BUTTONS IN THE COCKPIT

The Spitfire Double Chronograph from IWC saw the addition of a fascinating function to this prestigious watch line: the chronograph split-seconds hand, also known by its French name, rattrapante. This feature can be used to stop times to an accuracy of fractions of a second or to measure intermediate times within any one-minute period. Apart from the additional hand, the feature that sets this watch apart is the third push-button located at the “10 o’clock” position, which is responsible for controlling intermediate times. At 17.1 millimetres, the 44-millimetre stainless-steel case housing the 79230-calibre chronograph movement is slightly slimmer than the Pilot’s Watch Double Chronograph Edition TOP GUN, its weighty counterpart made of black high-tech ceramic in the classical Pilot’s Watch family.

Top: The Spitfire’s powerful engines, which generated up to 1000 HP, helped cement its legendary reputation

SPITFIRE DOUBLE CHRONOGRAPH

Reference 3718

Reference IW371806
in stainless steel with brown calfskin strap

FEATURES

Mechanical chronograph movement | Self-winding | 44-hour power reserve when fully wound | Date and day display | Stopwatch function with hours, minutes and seconds | Small hacking seconds | Split-seconds hand for intermediate timing | Screw-in crown | Sapphire glass, convex, antireflective coating on both sides and secured against displacement by drop in air pressure | Water-resistant 6 bar | Case height 17.1 mm | Diameter 44 mm

A THREE-DIMENSIONAL FLYING LEGEND

The eye-catching stainless-steel case of the Spitfire Chronograph with its rugged-looking stainless-steel push-buttons is 42 millimetres in diameter, giving it an unmistakably masculine appeal. The raised numerals and recessed totalizers give the chronograph's silver-plated dial a decidedly three-dimensional feel. The hands, whose shape is reminiscent of propeller blades, are coated with luminescent material from shaft to tip and guarantee outstanding legibility by day or night. The 79320-calibre chronograph movement vouches for the watch's mechanical perfection. It permits the timing of periods – or aggregate periods – of time up to 12 hours and displays the date and day of the week. Functionality, precision and reliability are integral features of a Pilot's Watch designed for ultimate performance.

Top: The silver-plated dial of the Spitfire Chronograph has a distinctly three-dimensional quality

SPITFIRE CHRONOGRAPH

Reference 3717

Reference IW371702
in stainless steel with brown
alligator leather strap

Reference IW371705
in stainless steel with
stainless-steel bracelet

FEATURES

Mechanical chronograph movement | Self-winding | 44-hour power reserve when fully wound | Date and day display | Stopwatch function with hours, minutes and seconds | Small hacking seconds | Soft-iron inner case for protection against magnetic fields | Screw-in crown | Sapphire glass, convex, antireflective coating on both sides and secured against displacement by drop in air pressure | Water-resistant 6 bar | Case height 14.7 mm | Diameter 42 mm

GENERATION CHANGE WITH LASTING VALUES

The Spitfire Mark XVI, successor to the popular Spitfire Mark XV, is a millimetre larger in diameter than its predecessor, giving the proportions of the watch even better balance. The functional design of the dial adopts the IWC Pilot's Watch tradition but takes the basic idea a logical step further: the perfect amalgamation of form and function. It is all driven effortlessly by the 30110-calibre automatic movement, which also advances the date display and has a power reserve of 42 hours.

Top: A compelling combination of solid technology and dynamic elegance, the Spitfire is a never-ending source of fascination

SPITFIRE MARK XVI

Reference 3255

Reference IW325502
in stainless steel with brown alligator leather strap

Reference IW325505
in stainless steel with stainless-steel bracelet

FEATURES

Mechanical movement | Self-winding | 42-hour power reserve when fully wound | Date display | Central hacking seconds | Soft-iron inner case for protection against magnetic fields | Screw-in crown | Sapphire glass, convex, antireflective coating on both sides and secured against displacement by drop in air pressure | Water-resistant 6 bar | Case height 11.5 mm | Diameter 39 mm


PROBUS
IWC
SCAFUSIA
POWER-RESERVE

WHY WATCHES FROM SCHAFFHAUSEN ARE SOMETHING SPECIAL

IWC's philosophy

Schaffhausen is an island in Switzerland's watchmaking industry, because the vast majority of the country's manufacturers are based in the French-speaking part of the country. From the very beginning, this unusual geographical location has fostered IWC's philosophy, which is based on a passion for watchmaking, untiring enterprise and perfect craftsmanship. As an international premium brand name, the company has consciously chosen to specialize in innovative mechanical watches. The individual who purchases an IWC watch expects not only precision, functional design and a long service life but also the kind of advanced technical features that only a few watch manufacturers worldwide are able to provide. The reputation of the brand from Schaffhausen is founded not least on the fact that its highly qualified employees master every step of the production processes behind complications like the minute repeater, the power reserve, the tourbillon and the perpetual calendar. Behind the claim to excellence, "Probus Scafusia", which was first formulated in 1903 and stands for good, solid craftsmanship from Schaffhausen, lies the desire to manufacture precision timepieces that will be a joy to use and will retain their value well into the future.

For the designers and construction specialists at IWC, this is not only an enormous challenge but also the force that drives them on to greater things. Every IWC watch is professionally finished by masters of their trade. For they are the individuals whose trained eyes, nimble fingers and precision instruments put together IWC watches from a collection of single parts: each a fascinating example of meticulous workmanship, functionality and design, each an outstanding piece of Haute Horlogerie at its very best.

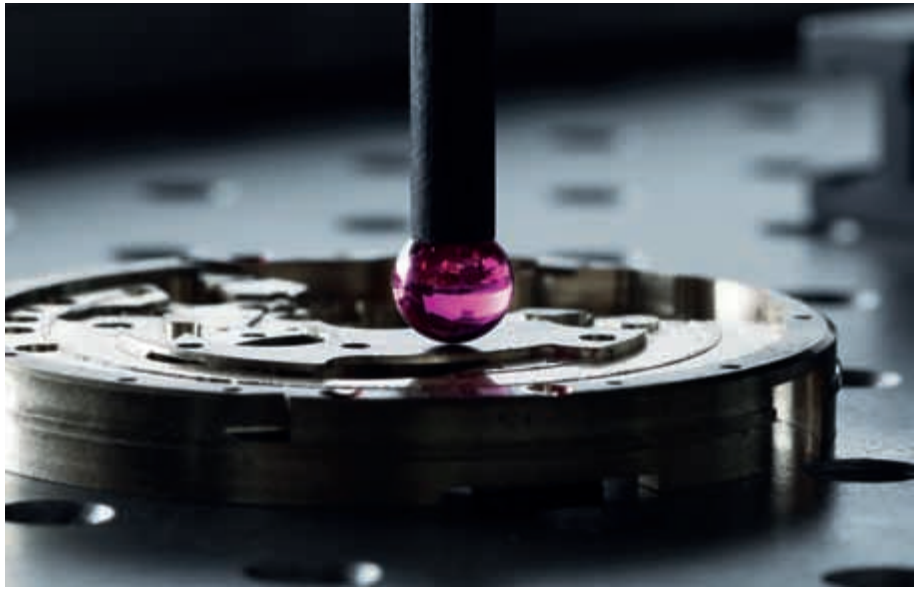
Top: High-quality automatic movements like this one from the 50000-calibre family with its seven-day power reserve underscore IWC's credentials as a watch manufacturer in the premium segment
Right: The tourbillon consists of almost 100 tiny parts; assembling them calls for the utmost concentration

DEVELOPMENT: BEFORE A WATCH FROM IWC TICKS FOR THE FIRST TIME

Construction and design

Whenever IWC starts developing a new model, one question needs to be asked. What, exactly, do the designers and construction specialists wish to achieve? Should the watch set new standards in complexity? Will its main strength be the power reserve, or perhaps its water-resistance? In an initial step, the first components are "modelled" using computer-aided design. Here, IWC attaches enormous importance to integrating the work of engineers and designers as well as state-of-the-art production technology. Working closely with the construction engineers, the watch designers play a crucial role in determining how best to harmonize form and function. The dial and the strap or bracelet, the positioning of the displays, the choice of materials and colours or the surface finish are always the logical outcome of constructive teamwork. Apart from the technological achievement and an attractive design, other, more emotional, aspects – such as the way the watch actually feels in the hand – also play an important role. Thus, the feel of the edge of the case, the way a push-button is activated or the sound of the crown as it engages are not left to chance. Often, the construction engineers and designers will take their inspiration from old drawings. Ultimately, it is respect for the watchmaking pioneers of the past that guarantees continuity at the Schaffhausen-based company.

Top: The development of a new watch draws on the skills of an entire team of specialists: engineers, watchmakers, technicians and designers



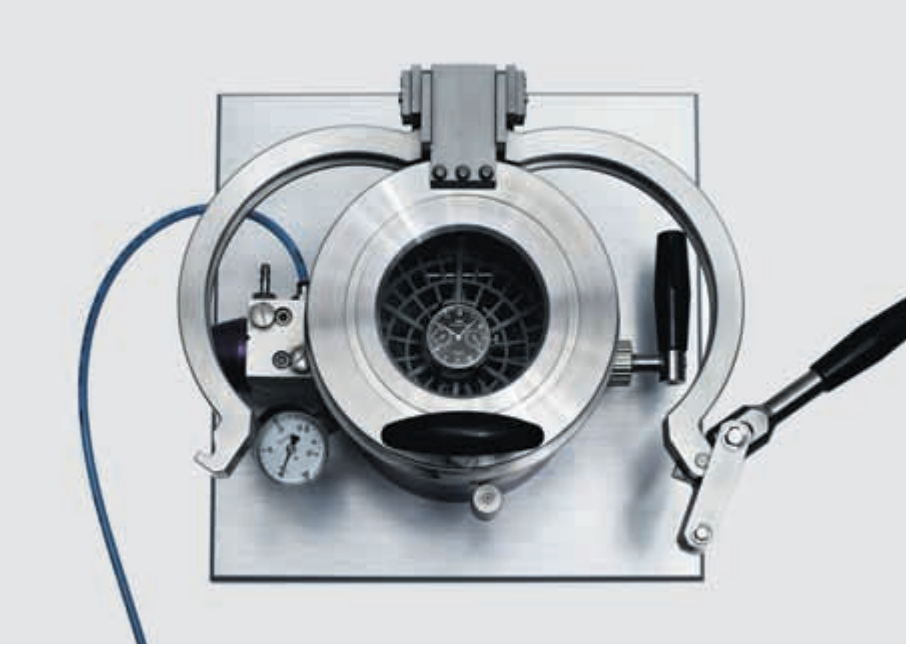
Quality assurance

Thanks to a sophisticated development and quality management system backed by an exacting inspection and testing programme, IWC is able to guarantee quality of the highest order. The advanced scientific methods used include computer simulations using three-dimensional models, X-ray-based materials analyses or tests designed to show how the watches behave under extreme practical, everyday conditions. The use of high-speed cameras and laser measuring instruments makes even the tiniest movements visible, and sophisticated software calculates exactly what stresses a part will tolerate.

Details such as seals, push-buttons, wheels, levers, shafts, tooth profiles or the dimensions of springs are examined for possible sources of error from the earliest phases of development. IWC calls this process "error source analysis". At the same time, the developers make the design reliable and service-friendly, while ensuring that an IWC watch will continue to run and can be repaired for many, many years.

Top: Seamless quality assurance and exacting tests ensure that IWC can maintain its commitment to quality: "Probus Scafusia"

TESTS: THE LONG, HARD ROAD FROM PROTOTYPE TO FINISHED PRODUCT



Qualification
This term is used to describe a programme of around 30 gruelling tests lasting several months which are designed for new watches at the prototype phase or later as part of the approval process for the pilot series. These tests simulate in condensed form just about everything that can happen to a watch, under normal and extreme circumstances, during the course of its long life. Only when several prototypes have passed stringent testing and a pilot run has revealed no more problems is the company ready to go into series manufacture, thereby adding another fascinating chapter to the legend that is IWC.

Impact tests
During impact testing, the watch is exposed to various rates of acceleration. Normal acceleration, due to gravity, is 1 g = 9.81 m/s^2. If a force of 100 g is exerted on a watch with a case weighing 100 grammes, the watch's components are subjected for a short time to forces equivalent to 10 kilogrammes. The Pilot's Watches from IWC have even withstood forces of 30 g for periods of several minutes in a centrifugal accelerator. In a pendulum impact tester, the watch is accelerated to 5,000 g in split seconds, which simulates the effect of a free fall onto a hard wooden floor from a height of 1 metre. One of the most demanding tests of them all is the "chapuis extrême": here, the watch is shaken around inside a small container for hours on end, subject to knocks and impacts from all sides – 140,000 at a simulated 25 g, 94,000 at 100 g and 960 at 500 g.

Tests for wear and tear
For test purposes, some parts are manufactured as early as during the design phase in order to check the minimum requirements for those components subjected to unusually high wear and tear. Take the Aquatimer's engaging rotating bezel, for instance, which undergoes a fatigue test equivalent to four dives per day, guaranteeing a minimum service life of 10 years. On the crown/push-button testing stand, chronograph push-buttons are operated 10,000 or even 20,000 times to assess their resistance to wear and tear.

Climate tests
In the climate tests, the entire spectrum of thermal conditions a watch owner can be exposed to are systematically tested. Geographically speaking, this embraces everything from Alaska to the Sahara and the Brazilian rainforest. Watches are placed in a test chamber where, over a period of days and sometimes weeks, they have to withstand temperature changes from –20 to +70 degrees Celsius and up to 95 percent relative humidity. The next item on the agenda after this ordeal is long-term monitoring of the rate. This test makes use of an automatic multilevel microphone to check the regularity of the beat.

Corrosion and UV tests
A two-week test in a saline bath at 37 degrees Celsius ensures that only materials that will not corrode in daily use or even aggressive salt water are selected. The rotating bezels in IWC diver's watches also have to prove their reliability in dirty water. Dials are exposed to strong ultraviolet light for days on end and must not show any change of colour.

Practical tests
Scheduled tests carried out in the laboratory, of course, cannot successfully simulate every situation likely to be encountered in real life. Before IWC watches are launched, they are therefore given to individuals both inside and outside the company who wear them normally under everyday conditions. Effectively, and depending on the model in question, IWC watches are put through their paces when the wearer is chopping wood, diving, playing golf, mountain biking or climbing at 3,000 metres.

Top: The hermetically sealed watch case is tested for water-resistance at various pressures

ASSEMBLY: AT IWC, HIGH TECHNOLOGY AND CRAFTSMANSHIP ARE NOT A CONTRADICTION

Production techniques

In the course of components production, the various blanks are machined with the help of CNC milling machines. After surface machining, the acceptable tolerance for components, in general, is just +/–0.02 millimetres, but in certain cases this may be as low as +/–0.002 millimetres. After machining, the parts are finished by hand or proceed to an electric discharge machine. CNC wire electric discharge machines are used primarily for parts in the movement. The surface roughness can be controlled to a tolerance of 0.005 millimetres, but for precision EDM work, it is as low as 0.001 millimetres.

Assembling the basic movement

The assembly of a movement involves putting together the winding mechanism, going train and escapement, as well as the subsequent "réglage", or precision adjustment of the timepiece. Depending on the model in question, it can also involve the automatic winding and chronograph mechanisms as well as the calendar and hour counter. The most complex of these jobs is adjusting the escapement and aligning the balance spring so that it runs true and flat: this is a high-precision manual task that no machine could ever carry out even remotely to the same high-quality standards. Functions and precision adjustments are checked and corrected continuously at every stage of the assembly process. After this, highly skilled watchmakers in the special features department add on complications such as the perpetual calendar, split-seconds mechanism and tourbillon to the basic movement. Those movements with a minute repeater are assembled here from the bottom up.

Top: CNC milling and electric discharge machines deliver work of extreme precision

Case manufacturing and assembly

In terms of the precision and effort involved, the manufacture of the case is in no way inferior to the other stages of production. For platinum cases, two blanks are cut from a 1-kilogramme block of the metal using an electric wire discharge machine. For watches made of a precious metal, the case parts are brought in as cast components or, for stainless-steel and titanium cases, supplied in bar form and then machined on CNC lathes and milling machines. The maximum permissible circularity error of the parts must not exceed 0.03 millimetres. Milling machines are used to cut the lugs for the strap or bracelet and the apertures for the crown and push-buttons into the casing rings and to create the complex open surfaces, such as those of the Da Vinci Chronograph. After the function controls, precision craftsmanship brings the surfaces up to IWC standard. The edges are deburred and rounded off, facets are cut into the necessary areas, all traces of lathing, milling and processing are removed, and the surfaces are fine-ground and polished, satin-finished and blasted. Specialists now apply decorative surfaces such as circular graining to a part of the case. The case, consisting of up to 60 individual parts, is then assembled. Finally, a series of complex tests such as water-resistance and outward appearance completes the case production process.

Top: The assembly of the movement calls for many years of experience, precision instruments and a steady hand

Dial, hands and casing up
In these departments, all processes are carried out by hand. Depending on the model in question, specialists mount the dials on the fully timed and regulated movement by hand or using special tools. The same applies to the hands, which need to be set at exactly the right height and grip the pivot onto which they are firmly mounted. With chronographs, the zero position of the hands must also be absolutely exact. The movement is secured in position either to a casing ring or directly to the case. If the movement is gripped by a casing ring, the latter is held in position by a wave spring in the case back. The winding stems are individually adjusted. A special adhesive secures crowns that are screwed onto the winding stem.

Final inspection
Over a period of 10 days, the automatic movements in self-winding watches are rotated continuously, while those with manual winding are fully wound every other day. Running-in gives the wheels and pinions a chance to adapt to each other perfectly, while the lubricant penetrates into all the right places.

The quality assurance process is brought to a close with extensive final inspections. A watch's fitness for everyday use is tested one last time by fully winding the movement, measuring its accuracy, checking the functions and appearance, and confirming its resistance to air and water. The quality of any product that leaves the company on the Rhine is beyond all doubt. This seamless quality assurance process guarantees every future owner of an IWC watch that the company rigorously upholds its legendary quality standards.

Top: The case, hands, dial and movement are assembled by hand to create complete IWC watches

ENGRAVING: AN ARTISTIC WAY TO MAKE A DIFFERENCE

Perpetual Calendar Edition Kurt Klaus or the Big Pilot's Watch Perpetual Calendar Edition Antoine de Saint Exupéry, are created for posterity. An IWC watch may also be made unique by the addition of engraved initials, a date, a family crest, a company logo or a personal dedication: the essence of individuality.

Customization
Every watch from IWC is already a personality with characteristics of its own. Nevertheless, there are often customers who want more, and ask us to give their pocket or wristwatches a touch more individuality.

Thanks to modern engraving techniques, the range of options offered by IWC in this area is virtually unlimited. Practically any request for specific changes to customize a watch can be executed to perfection. "Engraving" comes from the French word "graver" and originally meant "to plough a furrow". The carving of drawings, patterns, ornamentation or writing on wood, stone, ivory and metal creates attractive light and shade effects and is a means of immortalizing very personal ideas. Today at IWC, this age-old skill is carried out with utmost precision. In this way, miniature works of art, such as the engravings on the back cover of the Da Vinci

Top: The back of limited and special editions is often decorated with beautifully executed engravings

SERVICE: GENERATIONS TAKE PLEASURE IN WATCHES FROM IWC

Maintenance and service
The service department in Schaffhausen employs over 70 people who specialize exclusively in maintaining and repairing watches from all over the world and from every era since IWC's foundation back in 1868. To ensure that no single detail is lost, IWC has maintained detailed records of every watch that has left the factory since 1885.

At the heart of the repairs department lies the spare parts store. This accommodates millions of meticulously ordered individual components. At IWC, the availability of original spare parts is crucial because they are essential if watches are to be kept running for generations. In order to prevent certain moving parts from wearing and the natural ageing of oils and greases, we recommend that a watch should have a maintenance service every two years, with a complete one roughly every five years. The intervals between individual services depend very much on how the watch is used and the conditions to which it is exposed.

Maintenance service
The maintenance service mainly involves replacing the case seals and testing the water-resistance. Apart from this, the movement rate is adjusted and the escapement cleaned.

Complete service
In a complete service, the watch is demagnetized and the movement is completely dismantled. Specialists meticulously examine each component and repair or replace it as necessary, and the individual parts are cleaned. Finally, the watch is reassembled from scratch and at certain points oiled and lubricated. Finally, the watch's accuracy is tested and the movement is re-adjusted. Before the watch is returned to the customer, it undergoes a final intensive testing phase which lasts several days. Only by going to these lengths can IWC guarantee that the watch will run accurately and remain water-resistant for years to come.

Every owner of an IWC watch can help to increase the useful service life of his timepiece. Tips and suggestions can be found on the company's website at www.iwc.com and in the service brochure, "IWC Service", which can be obtained at IWC boutiques and IWC service centres, as well as from our authorized retailers.

Left: After successfully passing tests and functional controls, the dial and hands are assembled and the individual components reunited
Top: In the course of a complete service, the complete movement is dismantled into its individual parts. Every part is examined for wear and tear or damage and repaired or replaced as necessary

SINCE 1885:
RECORDED FOR POSTERITY

An extract from IWC's records

The history of every IWC watch begins in the workshops, where dedicated watchmakers spend many hours perfecting every single detail. Sometimes it is difficult for them to part company with the watches they have made. However, to ensure that IWC never completely loses track of its products, the company began keeping detailed records in 1885. Every watch that leaves the IWC factory is registered for posterity. Since 1885, details of the calibre, the materials used and the case have been entered in the records. In the case of later models, these also include the reference number, delivery date and the name of the authorized retailer. This means that, for a small fee, heirs or subsequent buyers can obtain precise information about their watches and the authorized retailer who purchased them.

Extracts from the records can be ordered by e-mail to customservice@iwc.com. Please quote the number engraved on the movement, as well as the case number. However, a number of conditions have to be met. The company will only issue details of watches more than five years old. In the case of certain models, such as the Special Pilot's Watch, the W. W. W. Watch Wrist Waterproof, or the Mark 11, the early Ingenieur models and the first Portuguese watches, as well as all IWC watches manufactured for military use, certificates can only be issued if the watch itself is sent to Schaffhausen. It is possible to gain an approximate idea of a watch's age by comparing the case number with a listing obtainable at any time on the Internet. Unfortunately, it is not possible to provide information about the collector's value of specific models, because this depends on factors such as supply and demand as well as the condition of the movement and case. In the event of a worst-case scenario involving loss or theft, it is advisable to report the incident in writing to the police and IWC. The case number in question is then entered in a special register, which ensures that if the watch does turn up again, it will not go unnoticed. Several instances of loss and theft have been cleared up in this way.

Top: Details such as the calibre, case or reference number are useful for identifying an IWC watch
Right: The record books at IWC keep track of every watch made since 1885

IWC TRAINING CENTRE: OUR WATCHMAKERS ARE MASTERS AT MAKING MASTERPIECES

Apprentice training

Ever since its foundation, IWC has been like an "island", far removed from the traditional watchmaking centres of western Switzerland. This is one of many reasons why the company has been forced to make its own arrangements to ensure a steady supply of individuals skilled in the manufacture of mechanical watches. It is a commitment the company has embraced with a passion. Since the late 1970s, qualified watchmakers have been much in demand, but IWC started offering its apprentices training to state-recognized certification standards as early as 1950. This resulted in the foundation of its own training centre with capacity for 26 apprentices and 2 advanced training places in 1968. In 2001, a new set of regulations for trainees and apprentices came into force; these offer budding watchmakers more flexible opportunities.

The apprentice workshops at IWC take an integral approach to training. Every year, IWC takes on up to six apprentices, who spend the next three or four years learning what makes a watch from IWC tick. They spend 80 percent of their apprenticeship in the training section and the remaining 20 percent on the shop floor.

At IWC, apprentices learn the craft of the watchmaker in its many different forms. The "remonteur" deals with the winding mechanism, the going train and the motion work, the "acheveur" with the parts of the escapement. The "régleur" concentrates exclusively on the balance spring and installing the finished balance in the watch. The "retoucheur" fine-tunes the movement, and the "termineur" inserts it in the case, while the "rhabilleur" specializes in service and repairs. The aim is to give the young trainees as broad an introduction as possible to their profession. Apart from the necessary practical skills, this includes personal factors such as independence, flexibility and creativity as well as other factors such as a willingness to learn or work in a team: for these, too, are essential characteristics for anyone intending to make complex IWC watches. In accordance with the regulations for trainees and apprentices, all watchmaking apprentices will receive the same training for a period of three years, after which they receive the title of "practical watchmaker". After this, in their fourth year, they can opt for more specialized training, either in industrial production or in "rhabillage" (repairs). Apart from this, IWC's "réglage" section also offers a training module for trainees who wish to become "réglage" assistants.

Top: Since 1950, IWC has offered its apprentices training to state-recognized standards

ENVIRONMENTAL PROTECTION: IWC SCHAFFHAUSEN PLAYS A PIONEERING ROLE

Ecological responsibility

Apart from its economic and social obligations, any company has a responsibility towards the environment. At IWC, this is reflected in its premises, which are designed to minimize CO_2 emissions, and take account of other environmentally friendly measures. The results are impressive: IWC has reduced its annual CO_2 emissions from 380 tonnes in 2003 to 13 tonnes in 2009. Since 2007, the company has covered its entire electricity needs with “green” hydroelectric power. Thanks to modern, ecologically sound building methods, energy consumption over the past eight years has remained constant. This is all the more remarkable considering that the total area of the premises increased by 3,000 m^2 following the inauguration of the new East Annexe in 2005 and by a further 5,000 m^2 after the opening of the new West Annexe in 2008, and that production has been stepped up substantially.

As part of its commitment to energy recycling, IWC uses residual heat from the city’s waste water system for the requirements of both the East and West Annexe. The centrepiece of this system is a combined cooling system and heat pump, which is able to generate heat and cold alternately or even simultaneously. The system can be used all year round and reflects the pioneering role played by IWC in Switzerland. Moreover, the East Annexe features two groundwater holders, which can be used to cool the building and machines and, when necessary, supplement the heating system. In addition to this, the company has installed optimally insulated glass facades, a rainwater collection system for flushing toilets and a modern ventilation system to reduce energy consumption.

IWC has maintained an official environmental balance sheet since 2006 and is now CO_2-neutral.

Right: Triple glazing on the building’s south face guarantees a high level of insulation

MUSEUM: PLUNGING INTO THE WORLD OF IWC

Watch museum

For watch devotees and IWC fans, a visit to the company's premises in Schaffhausen has long been an unforgettable and defining experience. Since 2007, IWC has presented itself to visitors in a completely newly designed watch museum. The light-flooded areas on the converted ground floor of the main building – formerly the case and parts manufacturing departments – provide a luxurious and, at the same time, functional setting for over 140 years of company history and over 230 carefully selected exhibits. Since 2010, the IWC watch museum has been a member of the Association of Swiss Museums (VMS).

The tour begins in the West Annexe, where visitors can view original watches from the first 100 years of IWC. The pieces on display include valuable rarities from the history of watchmaking, including one of the very first IWC watches of all, an "American" hunter pocket watch with the 1874-calibre Jones movement, or the first Pallweber pocket watches with a digital display from the mid-1880s. Equally striking are the first Pilot's Watches made in the 1930s and 1940s, especially the Big Pilot's Watch launched in 1940; with a case measuring 55 millimetres in diameter, it is still one of the world's largest wristwatches. Multimedia displays and tableaux provide a detailed and multifaceted introduction to the individual pieces.

Comfortable, lounge-style furniture with audio stations gives interested visitors an opportunity to relax and go with the flow of time as they immerse themselves in an acoustic interpretation of the past and present of luxury mechanical watchmaking. The museum's East Annexe provides a suitable home for the IWC watch families created since 1970. Visitors here can admire milestones in modern Haute Horlogerie such as the first Da Vinci wristwatch to feature the first IWC 2001-calibre quartz movement (Beta 21) or the legendary Il Destriero Scafusia. IWC is always pleased to welcome interested visitors to its museum, but advance notice is essential for group visits. We look forward to receiving your written request to: visit@iwc.com.

Top: In light-flooded rooms and stylish surroundings, visitors can take an entertaining stroll through 143 years of IWC history

Top: The IWC museum is open from Tuesday to Friday from 3.00 to 5.00 pm and on Saturday from 10.00 am to 3.00 pm. The museum is closed on Sundays and public holidays

CHRONOLOGY

1868
Florentine Ariosto Jones (1841–1916), a watchmaker from Boston, Massachusetts, founds the International Watch Company in Schaffhausen. His aim: to produce high-quality pocket watches for the American market.

1875
Construction of new premises and the current headquarters of IWC on the banks of the River Rhine. IWC has 196 employees.

1880
Schaffhausen engine manufacturer Johannes Rauschenbach-Vogel (1815–1881) acquires IWC.

1881
Following the death of his father, Johannes Rauschenbach-Schenk (1856–1905) takes over IWC's helm.

1885
Innovation: the first watches with a digital hours and minutes display (Pallweber system) leave the workshops in Schaffhausen.

1887
Manufacture of the Magique, a pocket watch in a cabriolet case with a 24-hour display that can be used either as a hunter or a Lépine open-face pocket watch.

1899
One of the first known wristwatches leaves Schaffhausen destined for the market. The company's small 64-calibre ladies' pocket watch movement is housed in a dainty case fitted with lugs for the wristband. The 63-calibre ladies' pocket watch movement is used for other wristwatches.

1903
Emma Marie Rauschenbach (1882–1955), daughter of Johannes Rauschenbach, marries psychologist and psychiatrist Dr. Carl Gustav (C. G.) Jung (1875–1961). Her younger sister Bertha Margaretha marries Schaffhausen industrialist Ernst Jakob Homberger (1869–1955) the same year.

F. A. Jones founded the International Watch Company in Schaffhausen in 1868

1905
Following the death of Johannes Rauschenbach, Ernst Jakob Homberger takes over the management of IWC on behalf of Rauschenbach's heirs.

1915
Two newly developed calibres, the 75 (without seconds) and the 76 calibre (with small seconds), are the first movements designed by IWC specifically for wristwatches.

1929
Ernst Jakob Homberger acquires the holding of his brother-in-law C. G. Jung and becomes the sole owner of IWC.

1931
IWC creates elegant, rectangular watches that contain the newly designed tonneau-shaped 87 calibre.

1936
IWC's first "Special Pilot's Watch" is launched. It features a rotating bezel with an arrowhead index that can be used to register take-off times. The watch is also fitted with an antimagnetic escapement.

1939
The birth of the Portuguese watch: two importers from Portugal order a series of large wristwatches with high-precision pocket watch calibres.

1940
In response to demand, IWC develops the Big Pilot's Watch 52 T. S. C. with a central seconds hand.

1944
The launch of IWC's first W. W. W.: a new wristwatch for military use by the British Army. The letters W. W. W. engraved on the back of the case stand for "Watch, Wrist, Waterproof", and the royal arrowhead insignia is used as a mark of ownership. Albert Pellaton, born in 1898, takes up his post as Technical Director at IWC.

1946
Pellaton's first design, the 89-calibre movement, has a central seconds and is extremely accurate.

1948
Launch of the Pilot's Watch Mark 11 from IWC with the 89 calibre. Its soft-iron inner case provides unusually high protection against magnetic fields.

1950
The 85 calibre, designed by Albert Pellaton, features IWC's first automatic winding mechanism. The innovative pawl-winding system replaces the traditional reciprocal gearing and, at this time, is a patented proprietary development by IWC.

1955
Hans Ernst Homberger becomes the company's last private owner. The Ingenieur with automatic winding is launched.

1959
Design of the 44 calibre, the first automatic ladies' movement from IWC.

1967
With the Aquatimer, IWC marks the beginning of a successful series of diver's watches. Water-resistant to an unprecedented 20 bar, it is the watch of choice for professional underwater use. The Yacht Club Automatic is unveiled at the Basel Watch Show.

Albert Pellaton

1969
IWC is involved in the development of the Beta 21 quartz movement, a wristwatch calibre with quartz control (frequency 8,192 hertz). It marks a watchmaking revolution. The Da Vinci is the first IWC wristwatch to feature the Beta 21 quartz movement.

1976
With the new Ingenieur SL, IWC takes the Ingenieur tradition a step further.

1977
The unveiling of the 9721 calibre: the first pocket watch from IWC with a calendar and moon phase display. IWC embarks on the construction of its complications. These include a series of complicated pocket watches, some of which are also skeletonized.

1978
Cooperation with designer F. A. Porsche results in the first wristwatch with a built-in compass. The same year, German instrument manufacturer VDO Adolf Schindling AG takes over IWC.

1980
IWC produces the world's first chronograph in a titanium case, designed by F. A. Porsche. IWC procures its expertise in the machining of titanium through an exchange of ideas with Aérospatiale and other leading technology specialists.

1982
IWC launches the ultra-rugged Ocean 2000 diver's watch, made of titanium and pressure-resistant to 200 bar.

1984
The Portofino watch line brings a touch of Italian lifestyle to the IWC collection. The Reference 5251 inspired the new watch family.

1985
The Da Vinci is the first IWC chronograph to feature a perpetual calendar that is mechanically programmed for the next 500 years and can be set using only the crown. Another exclusive feature is the four-digit year display.

1986
IWC begins to use zirconium oxide, a scratch-resistant ceramic virtually unaffected by wear and tear, as a new case material.

1987
With its Novecento (Italian for "20th century") the Schaffhausen-based company presents the first rectangular, water-resistant and automatic IWC watch with a perpetual calendar.

1990
A quantum leap in precision watchmaking: the wristwatch-size Grande Complication is launched with a wealth of functions: a chronograph with a perpetual calendar, minute repeater and moon phase display. It is a masterpiece that was seven years in the making.

1993
Watchmaking's ultimate achievement goes by the name of Il Destriero Scafusia, "The Warhorse of Schaffhausen". To mark its 125th anniversary, the company produces what was then the world's most complicated mechanical wristwatch in a one-off limited edition of 125 pieces. The exclusive timepiece features several complications, including a tourbillon, split-seconds, minute repeater and perpetual calendar. Likewise, to celebrate its 125th anniversary, IWC launches a limited series of its Portuguese watch, and in doing so revives the tradition of high-precision, large-calibre wristwatches.

1994
The Pilot's Watch Mark XII maintains the tradition of the legendary Mark 11.

1995
To commemorate the tenth birthday of the automatic Da Vinci Chronograph, the Da Vinci is launched as a split-seconds chronograph with a tenth hand. Another new model is the Portuguese Chrono-Rattrapante, a large-calibre chronograph with a split-seconds hand. There is also no mistaking the third new product: the Portuguese Minute Repeater.

1997
The new GST sports watch line makes its debut.

1998
IWC's designers launch the Pilot's Watch UTC (Universal Time Coordinated) featuring an hour hand that can be adjusted in one-hour steps and a 24-hour display.

1999
The GST Deep One is a demonstration of IWC's creativity when it comes to diver's watches. The GST Deep One is the first IWC watch with a mechanical depth gauge.

Günter Blümlein

The IWC Headquarters in Schaffhausen

2000
With the extra-large 5000 calibre, which runs for seven days non-stop and features a power reserve display and a Pellaton automatic winding system, IWC's designers develop the company's own movement for large wristwatches. IWC is taken over by Richemont.

2001
Günter Blümlein (1943–2001), i. a. Chairman of the Board of Directors at IWC, was an outstanding personality who had a decisive influence on the company's development.

2002
At the Salon International de la Haute Horlogerie (SIHH) in Geneva, IWC presents the Big Pilot's Watch with its seven-day movement, automatic winding, power reserve display and date display, and revives the company's tradition of the Big Pilot's Watch.

2003
The Portuguese Perpetual Calendar with its newly designed perpetual calendar and exclusive hemisphere moon phase display is yet another demonstration of IWC's innovative tradition. A second highlight is the new Spitfire range of Pilot's Watches.

2004
IWC relaunches the Aquatimer family. At the same time, the Portuguese family is extended to include the Portuguese Tourbillon Mystère, the Portuguese Minute Repeater Squelette and the Portuguese Automatic. New models are also added to the Da Vinci and Portofino lines.

2005
Ten IWC premieres in a single year. There are some exquisite new additions to the Portuguese and Da Vinci families and, after 50 years, the Ingenieur makes a spectacular comeback in three versions. The new East Annexe of the company's premises in Schaffhausen is inaugurated.

2006
IWC unveils five classic Pilot's Watches in a modified design, including the Big Pilot's Watch and the Pilot's Watch Chronograph. The watches in the Spitfire collection, such as a larger version of the Spitfire Chronograph, are given a facelift.

2007
IWC presents the tonneau-shaped Da Vinci line. This includes the Da Vinci Chronograph with a completely new IWC-manufactured movement and the Da Vinci Perpetual Calendar Edition Kurt Klaus, named after the man who invented the calendar, commemorating his golden jubilee with IWC. Other new products include the Big Ingenieur and the Spitfire Double Chronograph. In the summer, the newly designed watch museum opens its doors. A modern, light-flooded space with many attractive exhibits now occupies the area where cases and movement parts were once made, and a multimedia presentation relates the company's history.

2008
On the 140th anniversary of its foundation, IWC pays homage to the legendary founders of its six watch families in an exclusive IWC Vintage Collection. The West Annexe, built for the company's watchmakers in the same style as the East Annexe, is completed.

2009
IWC presents a new generation of technically improved Aquatimer watches together with new models. Another premiere: the Da Vinci Perpetual Calendar Digital Date-Month arrives on the scene featuring a big digital display for the date and month in large numerals.

2010
IWC launches several new models in the Portuguese watch collection. For the first time ever, the Portuguese Tourbillon Mystère Rétrograde combines the flying tourbillon with a retrograde date display. While the Grande Complication makes its debut in a Portuguese case, the Portuguese Yacht Club Chronograph brings an unmistakably sporty touch to the watch family. And the Da Vinci Chronograph Ceramic, with a case made of extremely durable high-tech ceramic and titanium, features a fascinating three-dimensional chapter ring that appears to hover above the dial.

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