CRAFTSMANSHIP MADE
IN SCHAFFHAUSEN

WATCHES FROM IWC 2012/2013

IWC

INTERNATIONAL WATCH CO. SCHAFFHAUSEN
SWITZERLAND, SINCE 1868

"CRAFTSMANSHIP MADE
IN SCHAFFHAUSEN"

WATCHES FROM IWC
2012/2013

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, all the specifications are subject to production tolerances.

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 sizes. 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® and Super-LumiNova® trademarks.
** The Aquatimer bracelet quick-change system was developed by IWC under a patent licence from Cartier.

Annual Edition 2012/13, effective from April 2012

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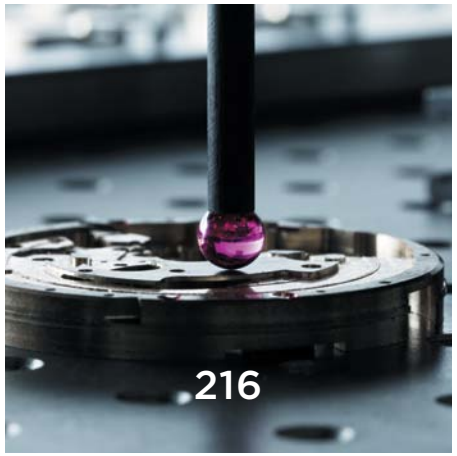


MANUFACTURE

AT IWC, 2012 IS A YEAR FOR HIGH-FLYERS

— WELCOME TO 2012, THE YEAR OF THE IWC PILOT'S WATCHES —

Anyone interested in the history of professional pilot's watches simply cannot ignore IWC. The very first IWC Pilot's Watches of the 1930s and 40s set technical benchmarks, and the dial designs determined the instrument look that has remained current to this day. In 2012, IWC unveils five new TOP GUN models. TOP GUN is the name of a collection that offers the very best that is available in mechanical wristwatches today. And for the first time, IWC rolls out the attractive TOP GUN Miramar line. The dial design references IWC's long-standing tradition in the manufacture of deck watches. At the same time, Miramar is the name of the small town in California where the myth of the elite pilots was born. For its choice of colours and materials, the creative team took its inspiration from the military-style design suggested by the choice of theme. Looking even classier, the elegant Spitfire collection with its new features and IWC-manufactured movements will no doubt appeal to many watch lovers. But the watch that takes undisputed pride of place in the Spitfire line is the Spitfire Perpetual Calendar Digital Date-Month. In its big digital date and month displays, the design engineers have executed a tremendous technical and aesthetic tour de force in Haute Horlogerie. This year, the Classics collection – which traditionally takes its design cues from cockpit instruments – features a triple date display inspired by the shape of an altimeter: only the Big Pilot's Watch retains its familiar look. Of particular interest to frequent flyers is the new Pilot's Watch Worldtimer. Apart from local time on the dial, its rotating 24-hour ring provides an instantaneous overview of the current time in all 24 time zones.
Some very exciting premieres, then, including two perpetual calendar models, the new Miramar line, and a wonderful-looking Spitfire line: in 2012, the year of IWC's Pilot's Watches, there is something for everyone.

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

Yours IWC Schaffhausen

THE COMPANY'S FOUNDATION

AMERICAN PIONEERING SPIRIT MEETS SWISS TRADITION

The founder of IWC Schaffhausen, Florentine Ariosto Jones

——————— 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 & Clock Company 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 among 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 clockmaking tradition. The first mechanical clock ever mentioned in the records was made way back in 1409 at the Rheinau

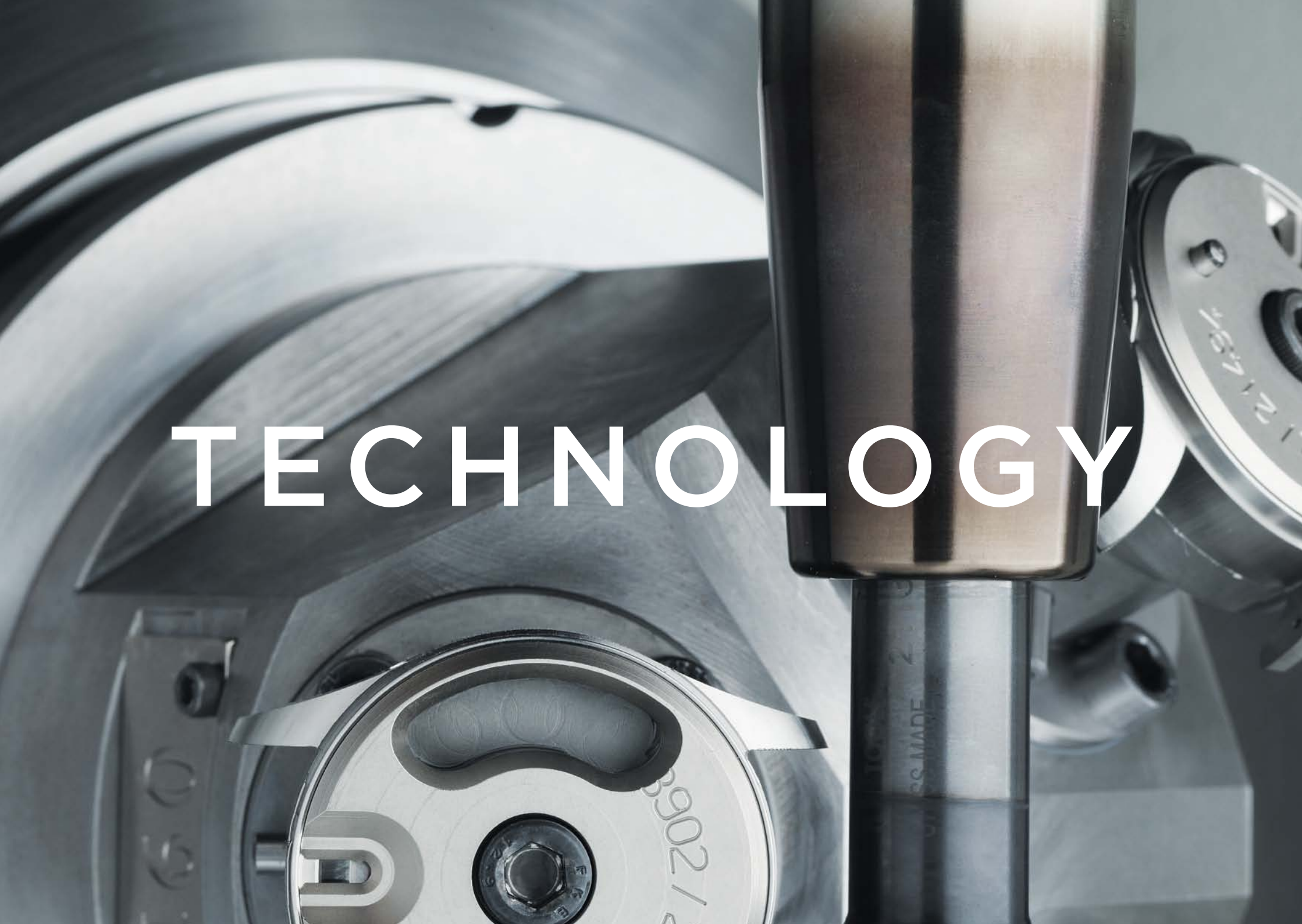
An example of an F. A. Jones calibre, named after IWC's founder, approximately 1875

Various skill and precision instruments are the tools an IWC watchmaker uses as he positions the rotor onto the case

Monastery, 10 kilometres 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).

IWC's historic headquarters with its modern East and West Annexes and the IWC museum



TECHNOLOGY

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

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 the perpetual calendar, tourbillon and minute repeater 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 F. A. JONES CALIBRE TO THE PELLATON WINDING SYSTEM

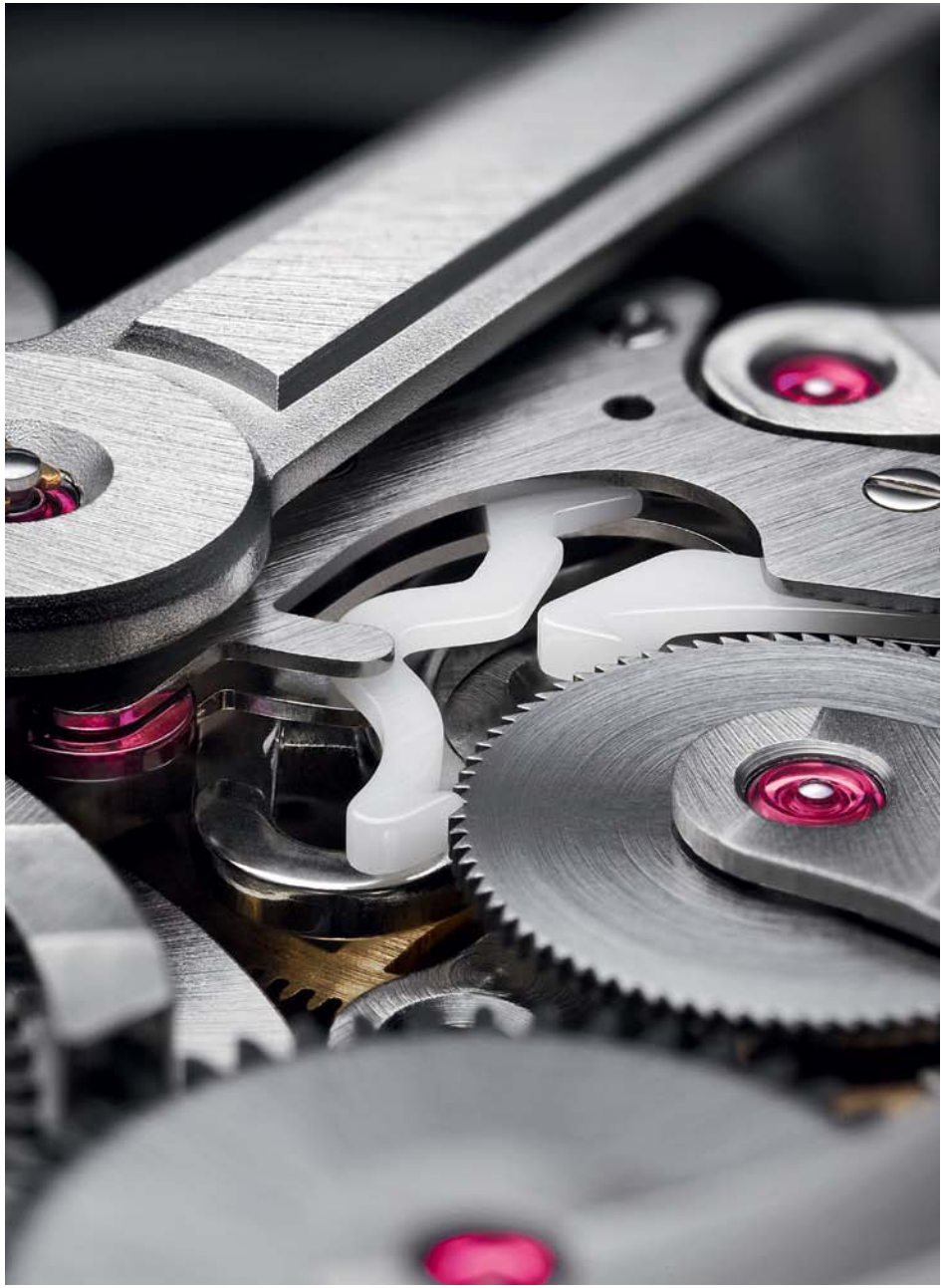
The company's excellent reputation was established right from the start with the very first F. A. Jones calibre named after the founder of IWC. Its many outstanding features included a compensating balance, a Breguet spring and an elongated index to facilitate precision adjustment of the watch's rate. 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.

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		5009, 5019
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, 5029
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 h	X		3236
80111	7.3 mm	30 mm	28,800 A/h / 4 Hz	28	S	44 h	X		3231, 3233, 5461
89000-CALIBRE FAMILY									
89361	7.5 mm	30 mm	28,800 A/h / 4 Hz	38	S	68 h	X	Stopwatch function with hours, minutes and seconds	3764, 3769, 3784, 3878, 3902
89365	7.5 mm	30 mm	28,800 A/h / 4 Hz	35	S	68 h	X	Stopwatch function with minutes and seconds	3878, 3880
89800	9.9 mm	37 mm	28,800 A/h / 4 Hz	52	S	68 h	X	Chronograph, digital perpetual calendar	3761, 3791
98000-CALIBRE FAMILY									
98295	4.7 mm	37.8 mm	18,000 A/h / 2.5 Hz	18	H	46 h			5445, 5454
98300	4.7 mm	37.8 mm	18,000 A/h / 2.5 Hz	18	H	46 h			3254, 5454
98800	6.1 mm	37.8 mm	18,000 A/h / 2.5 Hz	18	H	46 h		Classic moon phase	5448
98900	4.7 mm	37.8 mm	28,800 A/h / 4 Hz	21	H	54 h		Tourbillon	5447
98950	8.9 mm	37.8 mm	18,000 A/h / 2.5 Hz	52	H	46 h		Minute repeater	5449

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



The new, wear-resistant ceramic pawls found in the Pellaton winding system of the Portuguese Tourbillon Mystère Rétrograde

THE 50000-CALIBRE FAMILY

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

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 7-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 7 days.

THE 59000-CALIBRE FAMILY

The reverse side of the 59210 calibre. 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 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 59210 calibre is the first IWC hand-wound movement to feature an 8-day power reserve. Strictly speaking, it is 9 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 his watch 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.

THE 80000-CALIBRE FAMILY

Even under extreme conditions, the precision of the Ingenieur Automatic Mission Earth is guaranteed by the rugged 80110 calibre. It features an integrated shock-absorption system that protects the rotor bearing

———— 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 robust movements ever manufactured by IWC was the 80110 calibre, unveiled in 2005. It offers maximum protection against abrasion and other effects, 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.

THE 89000-CALIBRE FAMILY

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

———— Designed 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 4 years, was necessitated by a revolutionary chronograph display that enables the user to read off even relatively long periods of time – 8 hours and 52 minutes, for example – at a glance: a circular totalizer combines the hour and minute hands as if they were a watch-within-a-watch.

In 2012, it will be joined by the newly developed 89365 chronograph movement with stopwatch function with minutes and seconds and also features a flyback function. After further development, the movement was known as the 89800 calibre and used for the big digital date and month displays in References 3761 and 3791.

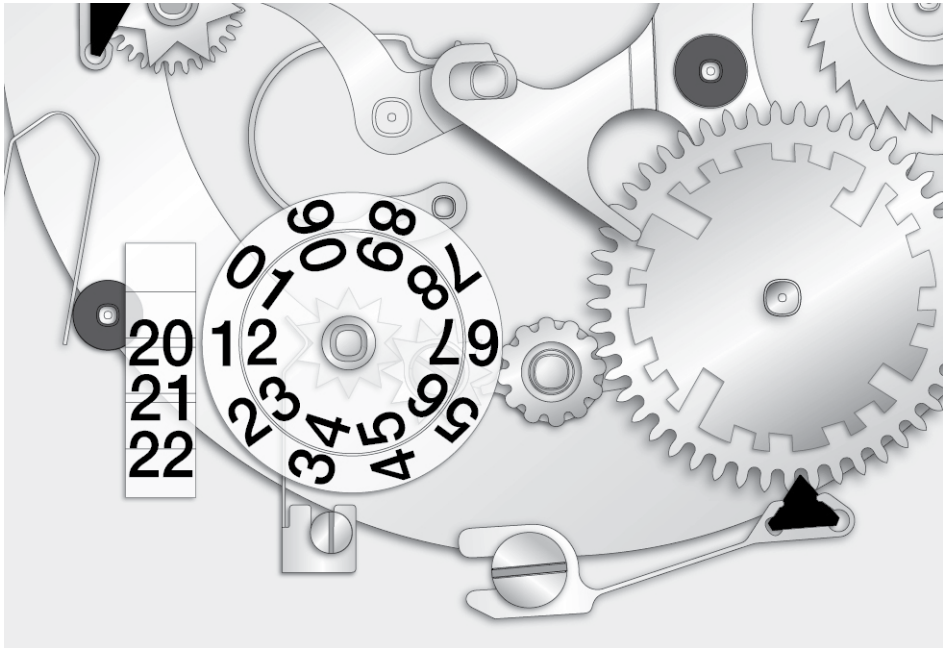
THE 98000-CALIBRE FAMILY

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

———— 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 with a modern shock-absorbing system, the 98290 calibre first used in the Portuguese F. A. Jones in 2005, combines tradition and technological progress. Movements 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.

IWC COMPLICATIONS: MASTERPIECES OF HAUTE HORLOGERIE

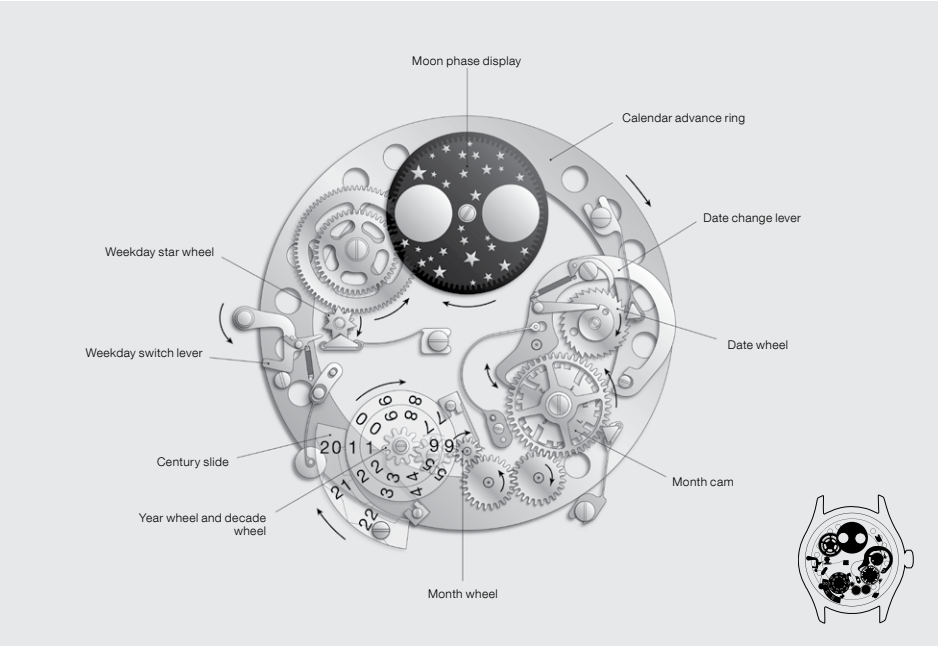


The IWC perpetual calendar also takes the leap years into account: the century slide supplied with the watch will go on showing the year correctly until 31 December 2499

———— 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 4 (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.

ANALOGUE DATE AND MOON PHASE DISPLAYS

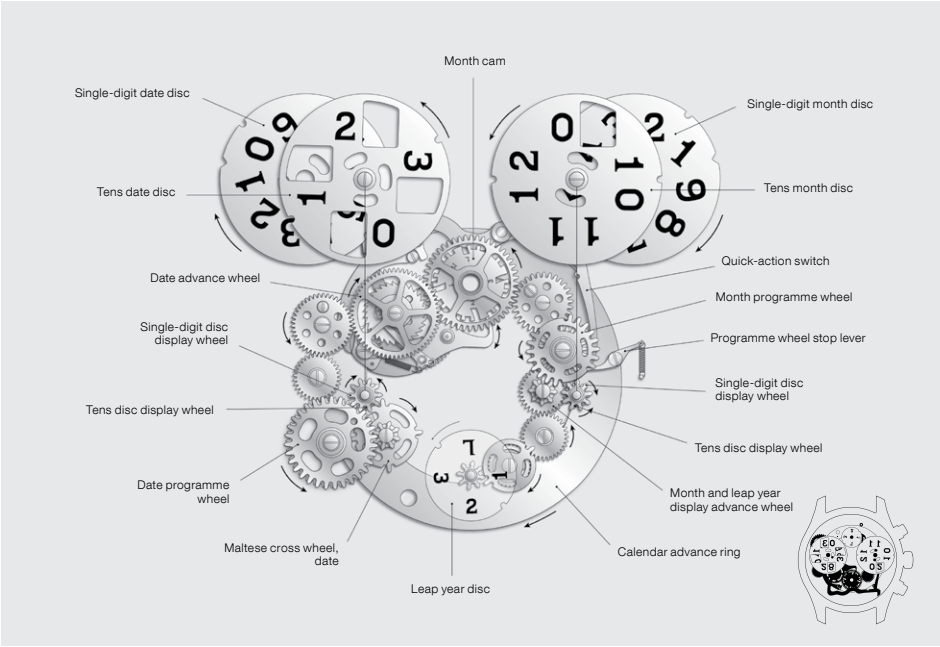


The calendar module of the Portuguese Perpetual Calendar. The century slide moves through an angle of 26 degrees – or by 1.2 millimetres – after 25.2 billion beats

———— 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 disc-type moon phase display – regardless of whether it is a single moon, or a double one for the northern and southern hemispheres – is usually found at "12 o'clock". The moon phase display used in the Portuguese Grande Complication is astonishingly accurate and deviates by just 0.002 per cent, or 1 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 the moon phase display adjusted by only 1 day in 577.5 years.

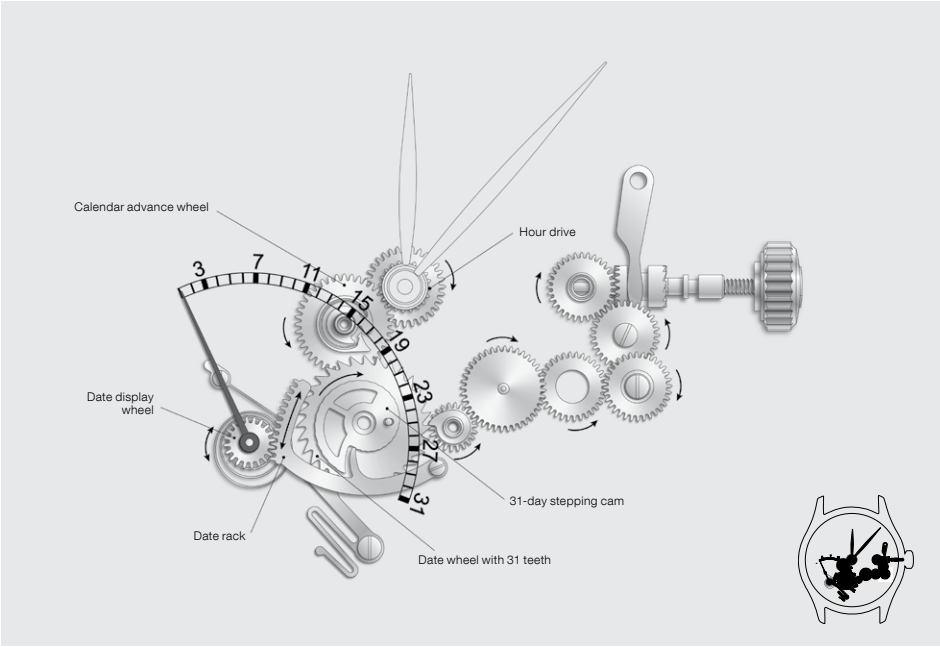
DIGITAL DATE DISPLAY



The Spitfire Perpetual Calendar Digital Date-Month shows the date and month in large numerals

———— IWC produced the first “digital” watches in its history as early as 1884. The so-called Pallweber watches 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 140), which shows not only the date but also the month in large numerals. The year of the Pilot’s Watch, 2012, will likewise mark the appearance of the first Spitfire to feature the attractive large date display on its dial. 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.

RETROGRADE DISPLAY

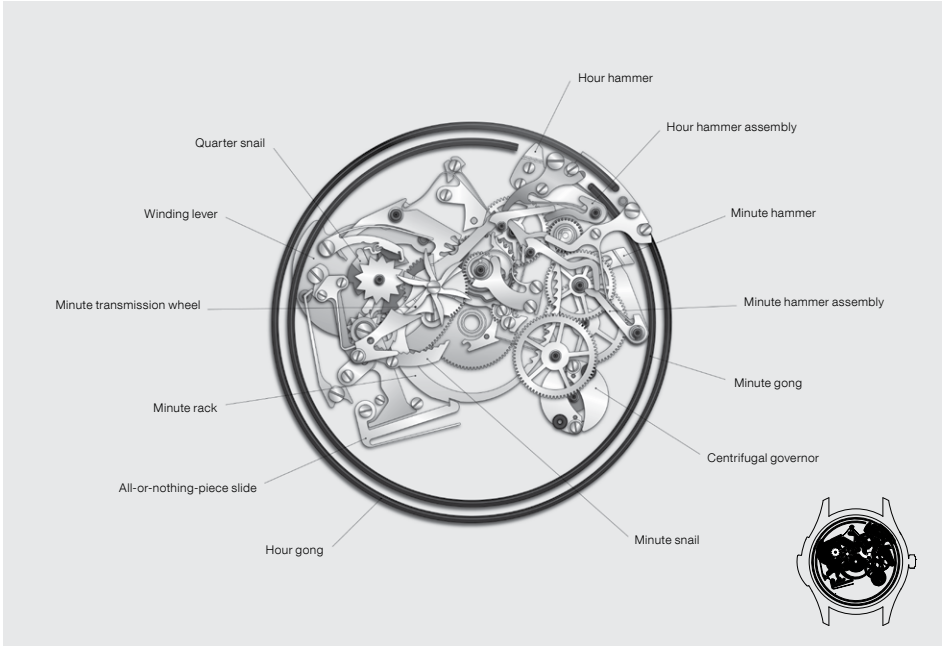


The spring of the date display wheel is tightened via the snail-shaped cam and its rack. After the 31 days have elapsed or – as shown here – by activating the rapid-advance mechanism via the crown, the feeler on the rack jumps from the outer to the inner surface of the cam. The spring is no longer under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

———— 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 flying-mounted tourbillon in the 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.

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

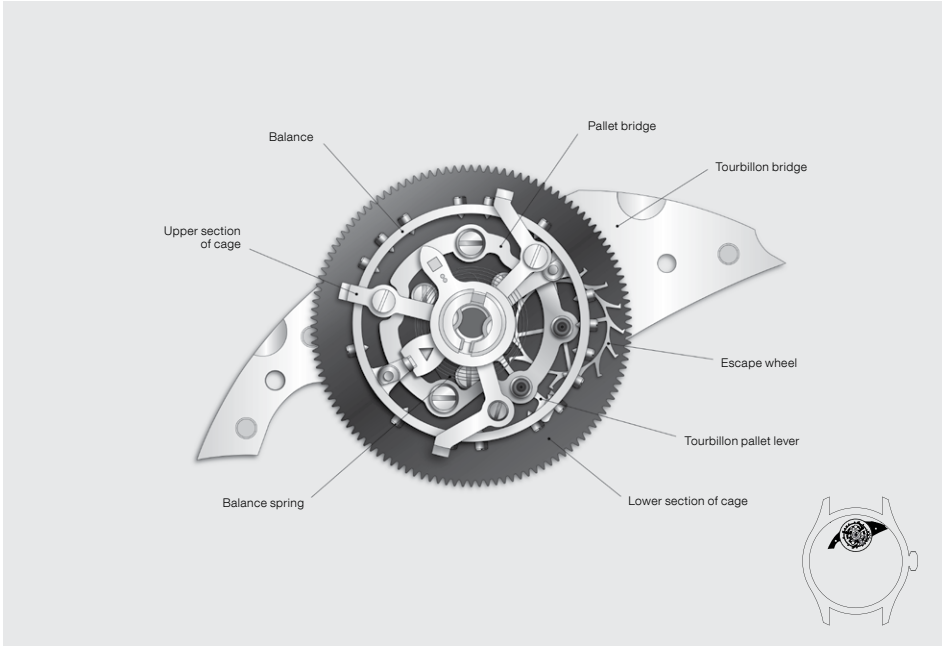
MINUTE REPEATER



The minute repeater chimes out the time in hours, quarters and minutes whenever required

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.

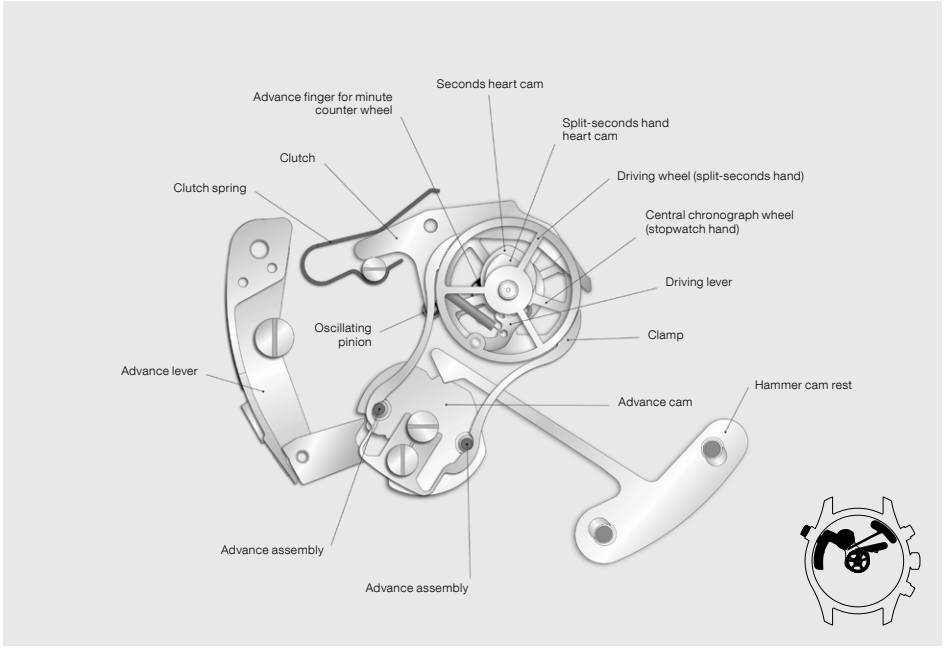
TOURBILLON



The tourbillon mechanism, a filigree construction consisting of 82 parts

——— 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, pallet 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.

RATTRAPANTE



In a split-seconds mechanism, the split-seconds hand can be stopped at any time and then synchronized with the chronograph hand by pushing the button again

——— 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. It is then possible to record a new period of time.

WORLDTIMER

——————— The new Worldtimer complication provides a rapid overview of the various time zones. The rotating 24-hour ring is set once to current UTC time using the crown and then continues to run independently of the local time. All 24 time zones can be seen at a glance. To make it easier to distinguish between night and day, it is divided into black and white sections. The red UTC lettering below London shows Universal Time Coordinated, while the international DATE LINE is depicted opposite. Each of the 23 place names on the external city ring represents a time zone. Standard time can be seen centred below the city name. Some of the cities have an additional index with a white dot to indicate that, apart from standard time, they also have daylight saving time. During the daylight saving time period, this can be read off simply below the dot connected to the index. In the illustration, we see 1 a.m. standard time in London, 5 a.m. standard time in Dubai, and 12 noon daylight saving time in Sydney. The dial (not illustrated here) shows current local time. If the wearer passes through one or several time zones, the time can be adjusted forwards or backwards in one-hour steps via the crown to show the new local time, even when crossing the International Date Line. The date simply moves in sync with the jumping hour hand. If the local time on the dial is altered, the movement continues to run during the changeover.

On the rotating 24-hour ring, UTC time and the various time zones can be read off easily

Rugged cases and complex sealing systems provide the Aquatimer watches with reliable protection down to considerable depths

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 per cent, 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 per cent 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 per cent less than stainless steel, are totally corrosion-resistant, do not irritate the skin and are highly nonmagnetic. IWC also pioneered the use of ceramic 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 and the TOP GUN Pilot's Watches.

PROTECTION AGAINST MAGNETIC FIELDS

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

———— 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 dial, casing ring and inner back plate are made from pure iron and are particularly adept at conducting magnetic flux lines around the movement. This guarantees maximum precision in magnetic fields.

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.

WATER-RESISTANCE

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

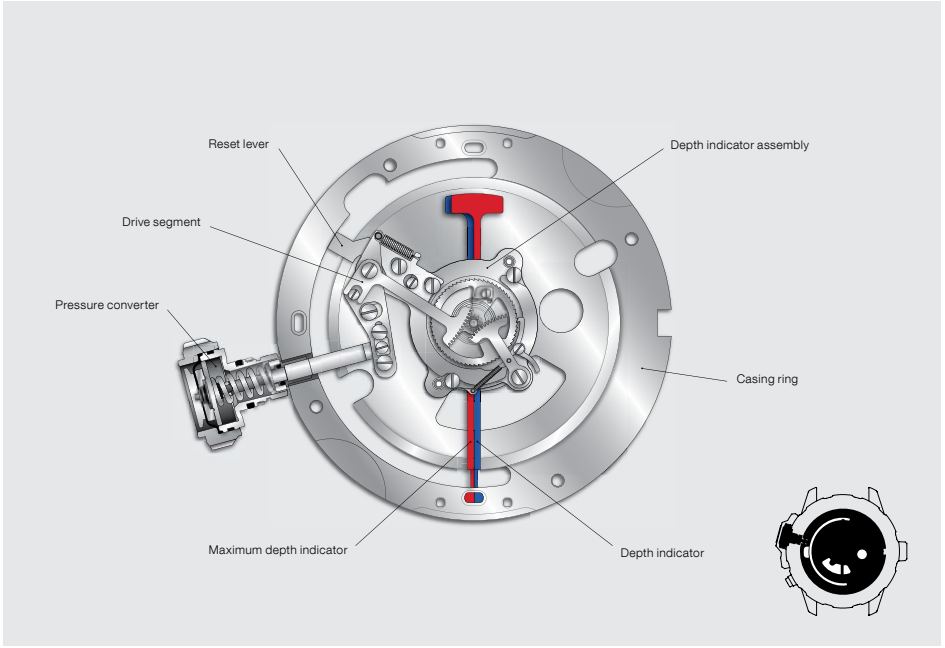
———— The water-resistance of IWC watches is shown in bar and not in metres. Metres, which are often used elsewhere in the watch industry to indicate water-resistance, cannot be equated with the dive depth because of the test procedures that are frequently used.

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

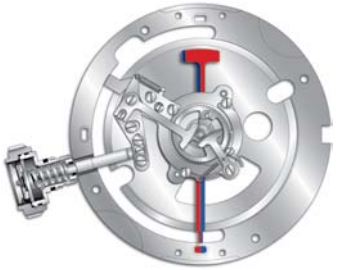
DEPTH GAUGE



The illustration shows the depth gauge mechanism as seen from the movement side

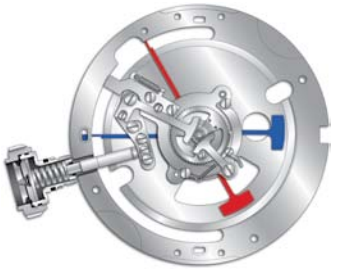
With the further-developed depth gauge mechanism, the Aquatimer Deep Two is able to display actual and maximum depths during a dive (down to 50 metres).

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 depth indicator moves to show current dive depth, the red maximum depth indicator 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.



During the descent, both hands move to the targeted dive depth

The red indicator shows the maximum dive depth (up to 50 metres) and remains in place



During the ascent, the movements of the blue depth indicator are dictated by actual dive depth

GLASSES

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

———————— 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 glasses and see-through back covers is sapphire glass.

With a hardness of 9 on the 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. Many of the sapphire glasses are convex. There are some case designs for which IWC uses convex 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.

IWC BRACELETS

The newly developed bracelet clasp can be adjusted at the touch of a button

———————— 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 and Pilot's Watch families are equipped with a special fine-adjustment clasp 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 is an easy way to compensate for variations in wrist girth and makes the watch more comfortable to wear.

PILOT'S WATCHES

PILOT'S WATCHES FROM IWC WRITE HISTORY

The Mark 11 is the best-known of all IWC Pilot's Watches; here, the original model from 1948

Preparing a Supermarine Spitfire Mark IX for take-off; this was one of the most-produced versions of the famous British fighter aircraft

———— During the pioneering days of aviation, most pilots had to navigate with the help of pocket watches. Wristwatches made especially for aviators were a rare occurrence. By contrast, the first Special Pilot's Watch, built by IWC in 1936, came with a rugged glass, a rotating bezel with an arrowhead index for keeping track of short periods of time and an antimagnetic escapement together with high-contrast, luminescent hands and numerals.

From 1940, IWC started producing the Big Pilot's Watch 52 T. S. C. with an IWC-manufactured movement and large seconds in accordance with military specifications. The case was 55 millimetres in diameter and it weighed 183 grammes, making it the largest wristwatch ever produced by IWC. It delivered the precision required of a chronometer and satisfied the technical requirements established back then for navigation or deck watches. Among other things, these included a central hacking seconds to enable pilots and navigators to synchronize their watches with down-to-the-second precision and an extra-long leather strap that could be fastened around a flight suit. With its extremely reductionist design, the dial was clearly organized and leant on the cockpit instrumentation of the legendary Ju 52. The breakneck pace of technical progress meant that pilots had to keep track of an increasing number of displays in the course of a flight. This was the reason they attached such importance to a clearly laid-out cockpit and optimum legibility even under difficult lighting conditions. Most of the instruments were round with a black background and luminescent indicators.

This instrument look was the inspiration for IWC's design of the Mark 11 with its hand-wound 89-calibre movement, produced from 1948 onwards. This, the best known of the Pilot's Watches from the Schaffhausen-based manufacturer, was originally built for the Royal Air Force and in service for more than 30 years. Its movement was enclosed in a soft-iron inner case to shield it from magnetic fields. The first specimens of the Mark 11 and the Big Pilot's Watch still run perfectly to this day and are much sought-after, high-quality collector's items.

In 1988, the launch of the Pilot's Watch Chronograph maintained the Pilot's Watch tradition. The Pilot's Watch Double Chronograph with a split-seconds mechanism and automatic winding followed in 1992. In 1994, the Pilot's Watch Mark XII – naturally, a state-of-the-art timepiece featuring an automatic movement and a date display – succeeded the Mark 11. That same year, with the unveiling of the Pilot's Watch Chronograph Ceramic, IWC esta-

blished two trends that were later gladly adopted by the watchmaking industry as a whole: a Pilot's Watch with an all-black design; and the first-time use of ceramic, which is incredibly difficult to machine, with this particular watch line. In 1998, the Pilot's Watch UTC, where adjustments to both the time and date are made using the crown, came as IWC's reaction to greater mobility in an increasingly globalized world.

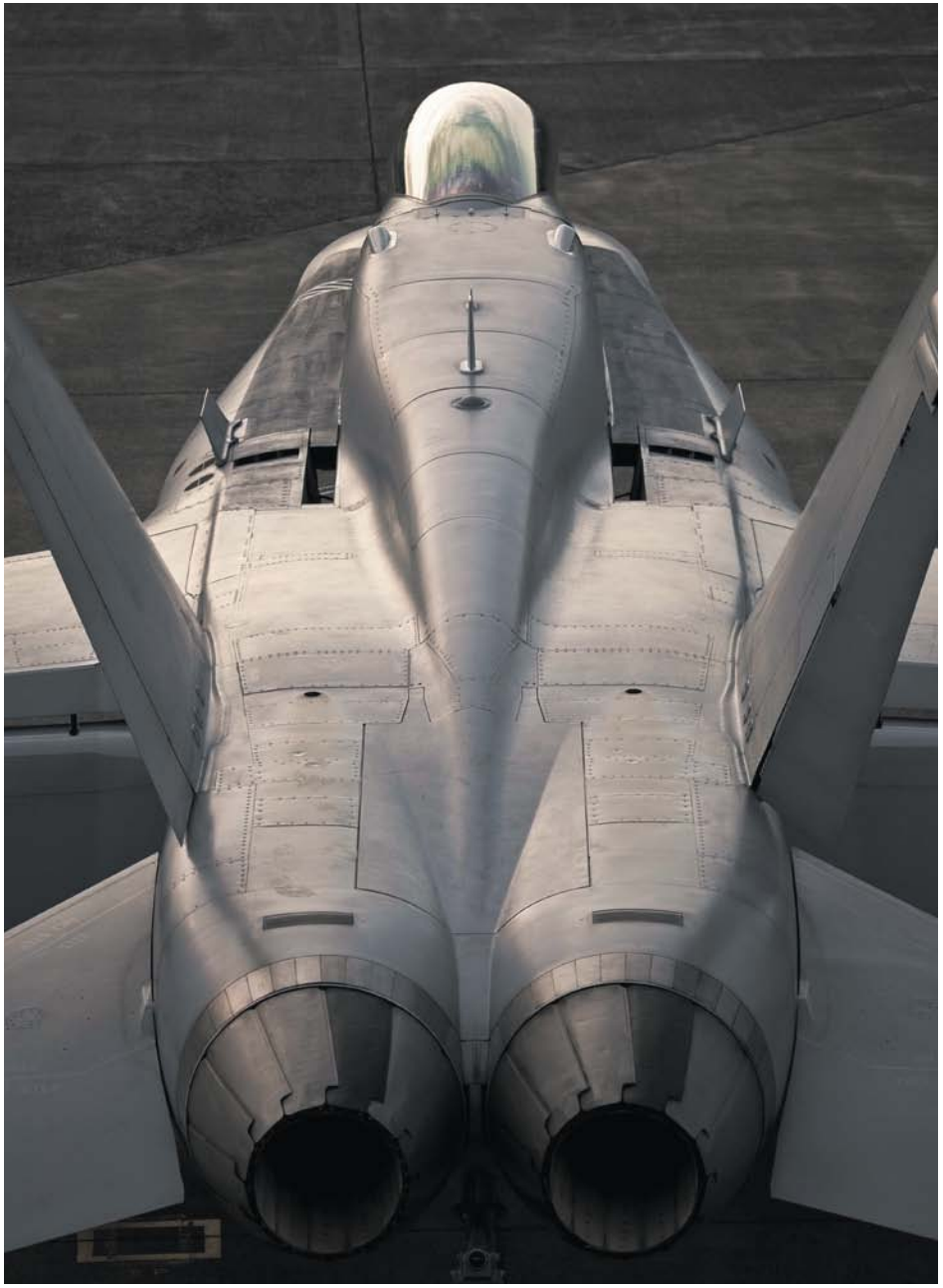
In 2002, IWC re-established its Big Pilot's Watch tradition when it unveiled an enormous timepiece with a 7-day movement and Pellaton automatic winding, the design of which leaned unmistakably on its even larger forebear launched in 1940.

In 2003, IWC began producing a Pilot's Watch series named after the legendary British aircraft, the Spitfire. The outstanding role played in the Battle of Britain by this British fighter and reconnaissance aircraft – of which more were built than any other British plane – secured it lasting cult status in its home country. In its day, the Spitfire was a masterpiece of technology and timeless elegance and became the model on which the eponymous IWC watch family was based. Today, the few Spitfires still airborne are not only welcome guests at air shows all over the world, but also expensive and much sought-after collector's items.

Since 2006, IWC has celebrated the life's work of the French poet and pilot Antoine de Saint-Exupéry with Pilot's Watch special editions. Saint-Exupéry was already a legend in his own lifetime. People are equally fascinated by his books, which have been translated into more than 50 languages, and his adventurous life and passion for flying. During the Second World War, he fought as an air-force pilot against the occupying German forces. 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. In 2012, IWC pays tribute to him with the Pilot's Watch Chronograph Edition Antoine de Saint Exupéry in stainless steel and in a limited edition of 500 watches in 18-carat red gold. An elaborate engraving of his last aircraft, the Lightning P-38, embellishes the case back.

In 2007, the Pilot's Watch Double Chronograph Edition TOP GUN joined the IWC Pilot's Watch squadron. It takes its name from a special training course offered by the United States Navy Fighter Weapons School, the "Strike Fighter Tactics Instructor", better known by the legendary accolade "Top Gun". Anyone who completes this course is part of a tiny elite comprising the best-trained, fastest-reacting and most courageous pilots in the world. During "dogfights" – air-to-air combat calling for spectacular manoeuvres such as the ones seen on film – both man and material are subject to gigantic gravitational forces. The pilot briefly undergoes the equivalent of up to nine times the acceleration of gravity. During regular centrifuge sessions, the pilots have to withstand 9 g for a never-ending 15 seconds without losing consciousness as their own weight increases to almost 600 kilogrammes. The demands placed on the young pilots are no less exhausting than those on the materials that propel them above the clouds at supersonic speeds – materials that cannot afford to show any sign of weakness. This, too, is the reason why the designers chose two materials that IWC was one of the first manufacturers in the world to use in watchmaking: high-tech ceramic for the case and titanium for the case back and controls.

IWC Schaffhausen has declared 2012 as another year of the Pilot's Watches. With five new models at a stroke, the TOP GUN collection establishes itself as an independent line in the IWC Pilot's Watch family. Inspired by the spirit of the first Top Gun flight school in Miramar, California, two models in the TOP GUN collection are the first to feature an authentic military-style design: the Big Pilot's Watch TOP GUN Miramar and the Pilot's Watch Chronograph TOP GUN Miramar. The unusual division into an external chapter ring and an inner hour circle harks back to IWC's long tradition in the manufacture of deck watches. The shimmering metallic grey of the ceramic case and the matte anthracite of the dial are



During Top Gun "Strike Fighter Tactics Instructor" training programme, elite pilots fly some of the most advanced jets in the world

Anyone who successfully finishes the Top Gun course is one of the best-trained, fastest-reacting and most courageous pilots in the US Navy

reminiscent of the precision instruments used in aviation, while the colours beige, grey and green reinforce the desired look. The green textile strap is likewise a reminder of the rugged wristband found on the legendary Mark 11.

The new Big Pilot's Watch TOP GUN combines the clear-cut instrument look of its 1940s predecessor with 21st-century technology. The Big Pilot's Watch Perpetual Calendar TOP GUN has an impressive range of sophisticated technological features that include a perpetual calendar with four-digit year display, a moon phase display and a 7-day power reserve. With protection against magnetic fields and a front glass secured against displacement by drops in pressure, the Pilot's Watch Chronograph TOP GUN is ideal for the most demanding airborne manoeuvres.

With modernized designs, new features and IWC-manufactured movements, the Spitfire fleet is preparing for a spectacular vertical take-off. The Spitfire Pilot's Watches have always been particularly stylish, as further confirmed now with the use of 18-carat red gold, elaborate surface finishing and dials with a sun-pattern finish.

The Spitfire Perpetual Calendar Digital Date-Month takes an unusual place within the 2012 Pilot's Watch collection. Its perpetual calendar with big digital date and month displays together with a leap year display is one of the trailblazing technical developments to come from IWC Schaffhausen. The Spitfire Chronograph is now fitted with an IWC-manufactured movement.

Flying at supersonic speeds puts an enormous strain on man and technology

The IWC Pilot's Watch Classics collection features five models in the authentic cockpit-style design. The most conspicuous change compared with their predecessors – with the exception of the Big Pilot's Watch – is the uniform vertical triple date display at "3 o'clock". Its shape emphatically underscores the traditional instrument look. The Big Pilot's Watch retains its familiar looks and the highly efficient IWC-manufactured 51111-calibre movement. Compared with its predecessor, the Mark XVI, the Pilot's Watch Mark XVII is 2 millimetres larger at 41 millimetres. With its new red design features, the dial of the Pilot's Watch Double Chronograph is even more attractive, and, thanks to a larger case – now 46 millimetres – significantly more legible. The stainless-steel case of the Pilot's Watch Chronograph has increased by 1 millimetre to 43. The new Pilot's Watch Worldtimer follows on from the success of the UTC Pilot's Watches. It has a 24-hour ring that enables the wearer to read off the time in all 24 zones, including Universal Time Coordinated (UTC). The city ring features the names of 23 locations around the world, each of which represents a time zone. The dial shows local time, which can be adjusted forwards or backwards in one-hour steps and remains correct even after crossing the International Date Line.

The metal bracelet is fitted with a newly developed fine-adjustment clasp. Both the pin buckle and folding clasp are slightly bolder, in order to match the larger case diameter.


IWC
SCHAFFHAUSEN
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TRADITION RE-INTERPRETED

The new Big Pilot's Watch TOP GUN Miramar is a tribute to the birthplace of the Top Gun legend, the pilots' school of the US Marines in Miramar, California. It was from here, between 1969 and 1996, that the reputation of the intrepid elite pilots spread all over the world. The Miramar line picks up on details from the historic IWC deck watches, such as the division into an external chapter ring and an inner hour circle. Equally inspired by military-style design is the shimmering metallic grey of the ceramic case, the beige hands and chapter ring, as well as the green textile strap. The 51111 calibre is the largest automatic movement manufactured by IWC and its pawl-winding system quickly builds up an 8.5-day power reserve. However, the sophisticated mechanics allows it to run for only 7 days before stopping the movement, thus ensuring that the watch keeps perfect time for a week when fully wound. The sapphire glass has antireflective coating on both sides and is secured against sudden drops in pressure in the cockpit. An elaborate Top Gun engraving embellishes the case back.

The colour and material of a pilot's flying gear inspired IWC's design of the Miramar line

BIG PILOT'S WATCH TOP GUN MIRAMAR

REFERENCE 5019

REF. IW501902
in ceramic with green textile strap

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 – Glass secured against displacement by drop in air pressure – Water-resistant 6 bar – Case height 15 mm – Diameter 48 mm

THE HISTORIC LEGACY OF THE DECK WATCHES

The appearance of the new Pilot's Watch Chronograph TOP GUN Miramar is largely characterized by the metallic sheen of the ceramic case and the matte anthracite used for the dial. The use of the colours beige, grey and green was inspired by the distinctive military-style design. The strap is reminiscent of the extremely rugged belts used by military air strike forces. The unusual division into an external chapter ring and an inner hour circle found on both Miramar models recalls the deck watches of the 1930s and 40s, and thus the historical legacy of IWC Pilot's Watches. The DNA is repeated in the design of the date display, which bears a direct resemblance to the altimeter in a cockpit. The central hand shows recorded times in seconds, while the small hand in the subdial at "12 o'clock" shows the number of elapsed minutes. Thanks to the integrated flyback function, simply depressing the reset button causes the running stopwatch hand to return to zero and start recording another time without a pause. The convenient 68-hour power reserve can also be attributed to further development of the IWC-manufactured 89365-calibre movement. A soft-iron inner case protects the precision movement against magnetism.

The Miramar line unites IWC's long tradition of manufacturing Pilot's Watches with technological advances of the 21st century

PILOT'S WATCH CHRONOGRAPH TOP GUN MIRAMAR

REFERENCE 3880

REF. IW388002
in ceramic with green textile strap

Mechanical chronograph movement – Self-winding – 68-hour power reserve when fully wound – Date display – Stopwatch function with minutes and seconds – Flyback function – Small hacking seconds – Soft-iron inner case for protection against magnetic fields – Screw-in crown – Sapphire glass, convex, antireflective coating on both sides – Glass secured against displacement by drop in air pressure – Water-resistant 6 bar – Case height 16.5 mm – Diameter 46 mm

HAUTE HORLOGERIE FOR THE COCKPIT

———— High tech meets Haute Horlogerie: the Big Pilot's Watch Perpetual Calendar TOP GUN comes with features guaranteed to send the adrenaline level of watch lovers soaring. These include the IWC-manufactured 51614-calibre movement with high-performance Pellaton winding that builds up a 7-day power reserve. This powerful movement drives a plethora of watchmaking complications. The perpetual calendar with its four-digit year display, as well as displays for the date, day and month, takes into account all the leap years in the Gregorian calendar until 2100. All the displays are easily adjusted via the crown and advance automatically. The moon phase display shows the state of the moon in the northern and southern hemispheres. The Big Pilot's Watch Perpetual Calendar TOP GUN combines the classic instrument look with the distinctively sporty design of the TOP GUN line. The ceramic case and titanium crown allude to the innovative technology used by IWC Schaffhausen and the fact that it introduced these materials to watchmaking. This timepiece is one of the most complex pilot's watches ever built.

Classic instrument look meets sporty design: the Big Pilot's Watch Perpetual Calendar TOP GUN

BIG PILOT'S WATCH PERPETUAL CALENDAR TOP GUN

REFERENCE 5029

REF. IW502902
in ceramic with black soft strap

Mechanical movement – Pellaton automatic winding – 7-day power reserve when fully wound – Power reserve display – Perpetual calendar with displays for the date, day and month – Perpetual moon phase display – Double moon phases for the northern and southern hemispheres – Small 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 – Glass secured against displacement by drop in air pressure – Water-resistant 6 bar – Case height 16 mm – Diameter 48 mm

ARRIVAL IN THE JET AGE

Seventy-two years after its maiden flight and a decade after its relaunch, the Big Pilot's Watch is catapulted into the age of the supersonic jet. The Big Pilot's Watch TOP GUN combines the classic functionality of traditional pilot's watches with state-of-the-art technology, high-tech materials and modern design elements. Unlike its predecessors, the Reference 5019 features a 48-millimetre case made of scratch-resistant zirconium oxide and the hallmark titanium crown. Both are materials typically used in the TOP GUN line, as is the extremely hard-wearing strap. The watch retains the simple, uncluttered dial design with the striking black-and-white contrasts, the power reserve display at "3 o'clock" and the date window at "6 o'clock". The most conspicuous addition to the tried-and-tested instrument look is the small, signal-red aircraft silhouette that serves as a counterpoise on the seconds hand and is by now one of the distinctive features of the TOP GUN line. The IWC-manufactured 51111-calibre movement with IWC's pawl-winding system builds up a 7-day power reserve after just 1,960 revolutions of the rotor or when fully wound by hand. It is the largest automatic movement manufactured by IWC and comprises 311 components.

The job of an elite pilot is an ongoing struggle against time. When an alert goes off, he has to be up in the air in a matter of minutes

BIG PILOT'S WATCH TOP GUN

REFERENCE 5019

REF. IW501901
in ceramic with black soft strap

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 – Glass secured against displacement by drop in air pressure – Water-resistant 6 bar – Case height 15 mm – Diameter 48 mm

PRECISION COCKPIT INSTRUMENT

——— A chronograph with down-to-the-second timing is de rigueur in any Pilot's Watch collection. The Pilot's Watch Chronograph TOP GUN has a 68-hour power reserve and is suitably equipped with an IWC-manufactured movement, the newly developed 89365-calibre chronograph movement. A soft-iron inner case protects the precision movement against magnetism. The dial features the classic cockpit-style design, all the way down to the date display, which resembles an altimeter. Luminescent white hands and indices guarantee excellent legibility, even in conditions when visibility is far from perfect. The central stopwatch hand, whose signal-red counterpoise is reminiscent of the silhouette of a jet, shows recorded times in seconds, while the small white hand in the subdial at "12 o'clock" indicates the number of elapsed minutes. Thanks to the integrated flyback function, simply depressing the reset button returns the running stopwatch hand to zero and instantaneously starts recording a new time. The small red seconds hand rotating at "6 o'clock" indicates that the watch is running normally. It can be stopped whenever necessary to facilitate synchronization. The 46-millimetre ceramic case is water-resistant to 6 bar and noticeably reduces the watch's weight.

The US Navy's Top Gun training programme and IWC's TOP GUN Pilot's Watches have something in common: they both use state-of-the-art technology

PILOT'S WATCH CHRONOGRAPH TOP GUN

REFERENCE 3880

REF. IW388001
in ceramic with black soft strap

Mechanical chronograph movement – Self-winding – 68-hour power reserve when fully wound – Date display – Stopwatch function with minutes and seconds – Flyback function – Small hacking seconds – Soft-iron inner case for protection against magnetic fields – Screw-in crown – Sapphire glass, convex, antireflective coating on both sides – Glass secured against displacement by drop in air pressure – Water-resistant 6 bar – Case height 16.5 mm – Diameter 46 mm


IWC
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BIG PREMIERE FOR THE SPITFIRE

The Spitfire's powerful engines generated up to 1,000 hp
and helped cement its legendary reputation

———— The Spitfire Perpetual Calendar Digital Date-Month is the first IWC Pilot's Watch with a digital display that shows the date and month in large numerals and was inspired by cockpit instruments like the altimeter. The 4-yearly leap year cycle is also shown digitally. A specially designed quick-action switch generates the energy needed to advance the numeral discs. Every night, when the date display moves forward, it taps a little of the energy, stores it and then discharges it precisely at the end of the month or year. The perpetual calendar can be set easily using the crown. It will not require intervention by a watchmaker until 2100, a year that breaks with the conventional 4-year cycle and will not be a leap year. Hours and minutes recorded by the stopwatch can be read off on the totalizer at "12 o'clock" as easily as reading the time, while the central hand shows elapsed seconds. Thanks to the integrated flyback function, the running stopwatch hand can be reset to zero and immediately starts recording another time. The dynamic interplay of polished and satin-finished surfaces on the 18-carat red gold case gives the watch a premium-quality allure. The shimmering, slate-coloured, metallic dial with its sun-pattern finish provides an enchanting contrast to the warm gold tone and the brown of the alligator leather strap. The rotor takes the form of an elegant Spitfire silhouette and can be seen through the sapphire-glass back.

SPITFIRE PERPETUAL CALENDAR DIGITAL DATE-MONTH

REFERENCE 3791

REF. IW379103
in 18-carat red gold with brown
alligator leather strap

Mechanical chronograph movement – Self-winding – 68-hour power reserve when fully wound – Perpetual calendar – 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 totalizer at 12 o'clock – Flyback function – Small hacking seconds – Screw-in crown – Sapphire glass, convex, antireflective coating on both sides – Glass secured against displacement by drop in air pressure – See-through sapphire-glass back – Water-resistant 6 bar – Case height 17.5 mm – Diameter 46 mm

SPITFIRE WITH A NEW FACE

——— Classic elegance and technological development are the hallmarks of the new Spitfire Chronograph in 18-carat red gold and stainless steel. The surfaces of the case are worked until the watch is left with a luxurious high-gloss or silky-matte finish. When the watch is inclined, the incident light falling onto the sun-pattern finish of the slate-coloured dial moves in circles. The dark colour of the dial and the date display in the form of an altimeter underscore the Spitfire's classic instrument look. For the first time ever, the Spitfire Chronograph is equipped with the IWC-manufactured 89365-calibre movement.

The subdial at "12 o'clock" shows the recorded minutes, while the seconds can be read off from the central hand. Thanks to the flyback function, an ongoing time measurement can be "deleted" without an intermediate stop and a new one started. The red gold version has a brown alligator leather strap with a pin buckle. The stainless-steel model is available either with a brown alligator leather strap with a folding clasp or with the newly developed stainless-steel bracelet with a fine-adjustment clasp that permits the length to be changed as required.

The dark colour of the dial on the new Spitfire models underscores the instrument look and improves legibility

SPITFIRE CHRONOGRAPH

REFERENCE 3878

REF. IW387803
in 18-carat red gold with brown alligator leather strap

Mechanical chronograph movement – Self-winding – 68-hour power reserve when fully wound – Date display – Stopwatch function with minutes and seconds – Flyback function – Small hacking seconds – Screw-in crown – Sapphire glass, convex, antireflective coating on both sides – Glass secured against displacement by drop in air pressure – Special back engraving – Water-resistant 6 bar – Case height 15.5 mm – Diameter 43 mm

SPITFIRE CHRONOGRAPH

REFERENCE 3878

REF. IW387802
in stainless steel with brown
alligator leather strap

REF. IW387804
in stainless steel with
stainless-steel bracelet

Mechanical chronograph movement – Self-winding – 68-hour power reserve when fully wound – Date display – Stopwatch function with minutes and seconds – Flyback function – Small hacking seconds – Screw-in crown – Sapphire glass, convex, antireflective coating on both sides – Glass secured against displacement by drop in air pressure – Special back engraving – Water-resistant 6 bar – Case height 15.5 mm – Diameter 43 mm


PILOT LOGE
Meets JAR-FCL 1.080 F
IWC
SCHAFFHAUSEN
SWISS MADE
SANTIAGO
S. GEORGIA
R. JANEIRO
AZORES
LONDON
UTC
PARIS
CAIRO
RIYADH
DUBAI
KARACHI
DHAKA
BANGKOK
BEIJING
TOKYO
NOUMEA
SAMOA
ANCHOR
DENVER
MEXICO
NEW YORK
STEMS
(IAF)
8.8
2800
069°
064°
159°

A CLASSIC ORIGINAL

The Big Pilot's Watch from IWC represents a tradition of over 70 years in the manufacture of Pilot's Watches

———— The Big Pilot's Watch from 1940 has significantly influenced the appearance of the current classic pilot's watches. Even now, over 70 years on, the latest model adds another chapter to the success story of this extraordinary watch. Its IWC-manufactured 51111-calibre movement – the largest automatic movement ever made by IWC – unites some of watchmaking's greatest achievements. Within no time at all, the spring-mounted rotor and Pellaton pawl-winding system build up a power reserve of over 7 days, before the movement is mechanically brought to a halt by a complex train in the power reserve after exactly 168 hours. Stopping the movement before the tension in the spring is exhausted, eliminates the danger of diminishing torque in the mainspring, ensuring the same level of accuracy the whole time the watch is running. The power reserve display at "3 o'clock" provides a reliable indication of the time remaining until the movement comes to a stop. The Big Pilot's Watch has a date display at "6 o'clock" and the central seconds essential in any watch used for flying. The 46-millimetre case encloses a soft-iron inner cage that protects the movement against magnetic fields. The current stainless-steel version is rounded off with an alligator leather strap. The design of the folding clasp is more striking and commensurates with the massive diameter of the case.

BIG PILOT'S WATCH

REFERENCE 5009

REF. IW500901
in stainless steel with black alligator leather strap

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 – Glass secured against displacement by drop in air pressure – Water-resistant 6 bar – Case height 16 mm – Diameter 46 mm

COCKPIT-STYLE DESIGN IN 46 MILLIMETRES

——— The new Pilot's Watch Double Chronograph features the classic cockpit-style design with a variety of coloured highlights. The dial leans on the cockpit instrumentation of the legendary Ju 52 from the 1930s. The displays are generously sized and clearly arranged. The brilliant white hands and indices on the matte-black background have a luminescent coating and guarantee optimum legibility by day or night. Apart from this, the altimeter-like date display underscores the instrument look. Three signal-red elements provide optical highlights: the small red permanent seconds hand that shows the watch is running; the red tip of the chronograph seconds hand; and the small triangle for the triple date display. A particularly conspicuous feature on the double chronograph is the third push-button at "10 o'clock". This can be used to stop the split-seconds at any time and to synchronize it again with the chronograph seconds hand, mak-ing it ideal for timing laps or intermediate times. With its soft-iron inner case for protection against magnetic fields and a sapphire glass secured against drops in pressure, the watch has all the credentials of a watch designed for flying. The Pilot's Watch Double Chronograph is available with a black alligator leather strap with a folding clasp.

The Ju 52's functionally designed cockpit was the inspiration behind the instrument look of IWC's Pilot's Watches

PILOT'S WATCH DOUBLE CHRONOGRAPH

REFERENCE 3778

REF. IW377801
in stainless steel with black alligator leather strap

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 – Soft-iron inner case for protection against magnetic fields – Screw-in crown – Sapphire glass, convex, antireflective coating on both sides – Glass secured against displacement by drop in air pressure – Water-resistant 6 bar – Case height 17.5 mm – Diameter 46 mm

A CHRONOGRAPH WITH AN INSTRUMENT LOOK

Precision, functionality and reliability: these are the qualities that set the Pilot's Watch Chronograph apart. Compared with its predecessor, the stainless-steel case, which is water-resistant to 6 bar, has grown by 1 millimetre. The dial design, too, has been slightly modified: the date window at "3 o'clock" now leans on the altimeter found in a cockpit and takes the form of a vertical triple date display. This modification gives an even more emphatic instrument look to the chronograph, which, thanks to the clearly structured chapter ring on the matte-black dial, the propeller-like hands and the triangular index at "12 o'clock", leaves no doubt as to its Pilot's Watch DNA. The hands are completely coated with luminescent material and guarantee excellent legibility even when visibility is poor. Thanks to the robust 79320-calibre chronograph movement, it is possible to record single and aggregate times of up to 12 hours. With its soft-iron inner case, it is optimally shielded against the influence of magnetic fields. The Pilot's Watch Chronograph is available with a newly developed stainless-steel bracelet and a fine-adjustment clasp, with which the length can be adjusted simply and to exact measurements. The watch is also available with a black alligator leather strap and a classic pin buckle.

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

PILOT'S WATCH CHRONOGRAPH

REFERENCE 3777

REF. IW377701
in stainless steel with black alligator leather strap

REF. IW377704
in stainless steel with stainless-steel bracelet

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 – Glass secured against displacement by drop in air pressure – Water-resistant 6 bar – Case height 15 mm – Diameter 43 mm

24 TIME ZONES AT A GLANCE

In view of rapidly advancing globalization, it is becoming increasingly important for pilots, frequent flyers and international business people to be able to keep track of things in different time zones. The new Pilot's Watch Worldtimer surmounts this challenge in particularly elegant fashion. The dial shows current local time. If the wearer passes through one or several different time zones, the time can be adjusted forwards or backwards in one-hour steps to show the new local time, even when crossing the International Date Line. The date simply moves in sync with the jumping hour hand. Once set correctly using the crown, the rotating black-and-white 24-hour ring enables the wearer to read off the time in all 24 zones, including UTC (Universal Time Coordinated). The 23 place names on the external city ring each represent a time zone. If local time is changed on the dial, the time shown by the 24-hour ring remains unaffected and the movement continues to run during the changeover. With its vertically arranged numerals, the triple date display is reminiscent of the altimeter found in an aircraft cockpit. The Pilot's Watch Worldtimer is secured to the wrist by a black alligator leather strap with a folding clasp.

With the new Pilot's Watch Worldtimer it is possible to keep track of all the time zones

PILOT'S WATCH WORLDTIMER

REFERENCE 3262

REF. IW326201
in stainless steel with black alligator leather strap

Mechanical movement – Self-winding – 42-hour power reserve when fully wound – Date display – Central hacking seconds – 24-hour display for Worldtimer functions – Soft-iron inner case for protection against magnetic fields – Screw-in crown – Sapphire glass, convex, antireflective coating on both sides – Glass secured against displacement by drop in air pressure – Water-resistant 6 bar – Case height 13.5 mm – Diameter 45 mm

WORTHY SUCCESSOR TO A LEGEND

In both form and function, the Pilot's Watch Mark XVII is a virtually perfect example of a classic pilot's watch. Like the instrumentation found in a cockpit, the dial is black with white indices and reduced to essentials: legibility is a top priority. Compared with its predecessor, the Mark XVI, the stainless-steel case has increased by 2 millimetres to 41. In this model too, IWC's designers have modified the date window to make it look more like a cockpit instrument: with its vertically arranged numerals, it is now reminiscent of an altimeter. The watch, which is water-resistant to 6 bar, is powered by an automatic 30110-calibre movement and has a 42-hour power reserve. In terms of precision and robustness – and like all its predecessors – the Mark XVII meets the full schedule of requirements for professional Pilot's Watches from Schaffhausen. With its soft-iron inner case for protection against magnetic fields and a front glass secured against sudden drops in pressure, the Mark XVII takes up a tradition established by its historic forebear, the legendary Mark 11 of the 1940s. The most famous of all IWC Pilot's Watches was discontinued only in 1981, over 30 years after its phenomenal launch, and attained cult status among watch devotees.

The neatly designed dial is reminiscent of the legendary Mark 11;
the date display in the form of an altimeter is new

PILOT'S WATCH MARK XVII

REFERENCE 3265

REF. IW326501
in stainless steel with black
alligator leather strap

REF. IW326504
in stainless steel with
stainless-steel bracelet

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 – Glass secured against displacement by drop in air pressure – Water-resistant 6 bar – Case height 11 mm – Diameter 41 mm

A TRIBUTE TO A PILOT, POET AND PIONEER

Since 2006, IWC has launched special editions of its Pilot's Watches in memory of the legendary pilot, poet and adventurer Antoine de Saint-Exupéry. In 2012, the year of the Pilot's Watches, the Schaffhausen-based company is honouring him with the Pilot's Watch Chronograph as a special edition in stainless steel and a limited edition of 500 watches in 18-carat red gold. An engraving of his last aircraft, the Lightning P-38, embellishes the case back. For connoisseurs, the tobacco-coloured dial and calfskin strap with its cream-coloured quilted stitching immediately identify the chronograph as a typical "Saint Ex". The elaborate surface-finishing, featuring polished and silky-matte elements, enhances the overall quality of the watch's appearance. This impression is underscored by the sun-pattern finish on the dial. Developed and manufactured exclusively by IWC, the 89361-calibre movement is a masterpiece of technology. It displays long periods of time on a single subdial, thus eliminating the need for a second subdial of the kind often used for aggregate timing, for instance. It is a form of reduction of which the famous Frenchman would no doubt have approved: for, as he once wrote: "Perfection clearly does not arise when one has no more to add but when one can take no more away."

In 2012, IWC is dedicating a special edition limited to 500 watches in 18-carat red gold to the poet and pilot Antoine de Saint-Exupéry

PILOT'S WATCH CHRONOGRAPH EDITION ANTOINE DE SAINT EXUPÉRY

REFERENCE 3878

REF. IW387805
in 18-carat red gold with brown calfskin strap

Limited edition of 500 watches in 18-carat red gold – 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 totalizer at 12 o'clock – Flyback function – Small hacking seconds – Screw-in crown – Sapphire glass, convex antireflective coating on both sides – Glass secured against displacement by drop in air pressure – Special back engraving – Water-resistant 6 bar – Case height 15.5 mm – Diameter 43 mm

PILOT'S WATCH CHRONOGRAPH EDITION ANTOINE DE SAINT EXUPÉRY

REFERENCE 3878

REF. IW387806
in stainless steel with brown calfskin strap

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 totalizer at 12 o'clock – Flyback function – Small hacking seconds – Screw-in crown – Sapphire glass, convex, antireflective coating on both sides – Glass secured against displacement by drop in air pressure – Special back engraving – Water-resistant 6 bar – Case height 15.5 mm – Diameter 43 mm

FOR MEN WITH A STRONG SENSE OF FAMILY

For men with a strong sense of family, IWC unveils an exclusive special edition: the “Pilot’s Watches for Father and Son” are available as a double edition or as a set of several pieces, in a high-quality presentation case. Father and son can retain their individuality while demonstrating the same exquisite taste. The father’s model is based on the Big Pilot’s Watch with a 7-day power reserve and date display. The smaller timepiece for the son, with its automatic 30110-calibre movement is, technically speaking, virtually identical to the Pilot’s Watch Mark XVI. Water-resistance to 6 bar and a glass secured against displacement by drops in air pressure make the Pilot’s Watch for sons a reliable everyday companion. Even if the technical specifications of the two models differ, the visible similarities are unmistakable. Both watches have a stainless-steel case, an eye-catching crown and a black alligator leather strap. Engraved with a dedication, they become a precious family heirloom that can be handed down from one generation to the next. The inner circle on the back is reserved for the engraving of a name, which is a stylish dedication and prevents mix-ups. Because this Pilot’s Watch set also comes with several watches for fathers with more than one son.

With the Pilot’s Watch set, both pilot and co-pilot can demonstrate the same exquisite taste

BIG PILOT’S WATCH FOR FATHER AND SON

REFERENCE 5009

REF. IW500906
in stainless steel with black alligator leather strap

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 – Glass secured against displacement by drop in air pressure – Water-resistant 6 bar – Case height 16 mm – Diameter 46 mm

PILOT'S WATCH MARK XVI FOR FATHER AND SON

REFERENCE 3255

REF. IW325519
in stainless steel with black
alligator leather strap

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 – Glass secured against displacement by drop
in air pressure – Water-resistant 6 bar – Case height 11 mm – Diameter 39 mm


PORTUGUESE

PORTUGUESE ON PRECISION COURSE TO SUCCESS

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

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

———— “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 with steel cases and 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 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 the effects of 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 series. The 9828 calibre featured in the anniversary Portuguese watch 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 5 years of development, IWC unveiled the Portuguese Automatic with the IWC-manufactured 5000 calibre. It was an exciting combination of traditional and new IWC technology. Among 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 7-day movement with

Classical navigation using a chart, use of dividers and the compass are two of the traditional skills any skipper should still master

its power reserve display represented a gigantic technological leap in the history of the automatic movements.

The Portuguese Perpetual Calendar of 2003, which featured the newly developed perpetual calendar, 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.

In 2010, IWC celebrated another "Portuguese" year with a wealth of fascinating new products. Leading the way was the flagship of the collection, the

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

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 brings 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.

In 2011 IWC became a new sponsor as well as the Official Timekeeper for the prestigious Volvo Ocean Race. The gruelling, round-the-world adventure is often called the "Everest" of sailing. Anyone hoping to be up with the front-runners needs state-of-the-art technology, precision and passion aplenty. In honour of this momentous offshore race, IWC Schaffhausen launches the special edition Portuguese Yacht Club Chronograph Edition "Volvo Ocean Race 2011–2012".


DAYS
IWC
SCHAFFHAUSEN
SWISS MADE
JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC
SUN MON TUE WED THU FRI SAT
2012

ONE OF THE MOST SOPHISTICATED WATCHES IN THE WORLD

——— 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. The Portuguese Grande Complication is available in a platinum case; the strap of this exclusive version is stitched with platinum thread.

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

REF. IW377401
in platinum with black alligator leather strap

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

Limited edition of a total of 100 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

ACOUSTIC SIGNS OF THE TIME

For Portuguese explorers out on the open sea, timekeeping was of crucial importance. Using a log 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 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 F. A. Jones calibres. Both versions are limited to 500 watches.

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

REF. IW544906
in platinum with black alligator leather strap

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

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

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

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, “12 o’clock” appears to come alive and forms the optical centrepiece 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 7-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.

PORTUGUESE TOURBILLON MYSTÈRE RÉTROGRADE

REFERENCE 5044

REF. IW504401
in platinum with black alligator leather strap

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

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

TOURBILLON: A TOUR DE FORCE

——— 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.

The classic elegance of the Portuguese Tourbillon Hand-Wound perfectly complements life aboard a luxury yacht

PORTUGUESE TOURBILLON HAND-WOUND

REFERENCE 5447

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

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.

The dial shows the date, day, 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

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

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

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 – Countdown display showing phases until next full moon – 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

ELEGANT TIME MACHINE

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 1 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 with its perpetual calendar, window showing the year in four digits and a 7-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.

Navigation at sea is unthinkable without precise timekeeping: it is no coincidence that geographical coordinates are expressed in degrees, minutes and seconds

PORTUGUESE PERPETUAL CALENDAR

REFERENCE 5023

REF. IW502305
in platinum with black alligator leather strap

Limited edition of 250 watches in platinum – Mechanical movement – Pellaton automatic winding – 7-day power reserve when fully wound – Power reserve display – Perpetual calendar 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

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

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

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

A PORTUGUESE WITH A SPORTING SPIRIT

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 recording longer stop times on a subdial. The Portuguese Yacht Club Chronograph features crown protection along with luminescent hands and indices. It is available in 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.

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

PORTUGUESE YACHT CLUB CHRONOGRAPH

REFERENCE 3902

REF. IW390209
in 18-carat red gold with black rubber strap

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 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

REF. IW390210
in stainless steel with black rubber strap

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 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

REF. IW390211
in stainless steel with black rubber strap

BUILT FOR THE WORLD'S TOUGHEST REGATTA

——— Nine months of hardship and deprivation, 75,000 kilometres of water, wind and waves – and every minute counts. The Volvo Ocean Race is considered the toughest sailing challenge in the world. The Portuguese Yacht Club Chronograph Edition "Volvo Ocean Race 2011–2012" is the perfect choice for the tough conditions encountered on the high seas. The timepiece with the DNA of nautical precision instruments is powered by the robust IWC-manufactured 89361-calibre movement. With its flyback function, analogue display for recording long periods of time on a subdial, and water-resistance to 6 bar, the chronograph is the ideal companion for spectacular open-sea racing. The coloured minute markings in the top totalizer and the last 10 seconds of the seconds dial track the decisive periods of time before the start of a regatta. The attractive material mix of titanium case, rubber strap and black carbon-woven fabric for the dial underscores the sporty yet elegant character of this unusual watch.

An indispensable instrument on board:
the "Volvo Ocean Race 2011–2012" special edition

PORTUGUESE YACHT CLUB CHRONOGRAPH EDITION "VOLVO OCEAN RACE 2011–2012"

REFERENCE 3902

REF. IW390212
in titanium with black
rubber strap

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 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 dial design, 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 7-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.

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

PORTUGUESE AUTOMATIC

REFERENCE 5001

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

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

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

REF. IW500114
in stainless steel with black
alligator leather strap

REF. IW500107
in stainless steel with blue
alligator leather strap

REF. IW500109
in stainless steel with black
alligator leather strap

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

THE MOST STYLISH WAY OF MEASURING TIME

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 distinctive luxury. The slate-coloured dial with its shimmering sun-pattern finish provides a discreet contrast to the deep black counters, while the blued hands for periods of time provide a colourful highlight to the silver-plated dial.

A chronograph is an elegant way of recording periods of time

PORTUGUESE CHRONOGRAPH

REFERENCE 3714

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

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

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

REF. IW371445
in stainless steel with black
alligator leather strap

REF. IW371447
in stainless steel with black
alligator leather strap

REF. IW371446
in stainless steel with blue
alligator leather strap

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

A PORTUGUESE FOR PURISTS

Only the advent of timepieces with down-to-the-second precision made it possible to calculate longitude accurately and opened the way for great voyages of discovery on the high seas

———— 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 an arched-edge front glass. Another characteristic feature is the simple dial with its railway-track-style chapter ring, feuille hands and Arabic numerals. 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 totalizers are tone in tone: the seconds display on the black dial is also black, while its sibling comes with a completely silver-plated dial, accompanied by rose-gold-plated indices and hands. A distinctive, eye-catching feature in all totalizers 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 movement through the transparent sapphire-glass back, revealing the stylish features adopted from the first F. A. 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.

PORTUGUESE HAND-WOUND

REFERENCE 5454

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

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

REF. IW545407
in stainless steel with black
alligator leather strap

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

REF. IW545408
in stainless steel with black
alligator leather strap


DA VINCI

FROM VINCI TO SCHAFFHAUSEN – A JOURNEY THROUGH TIME

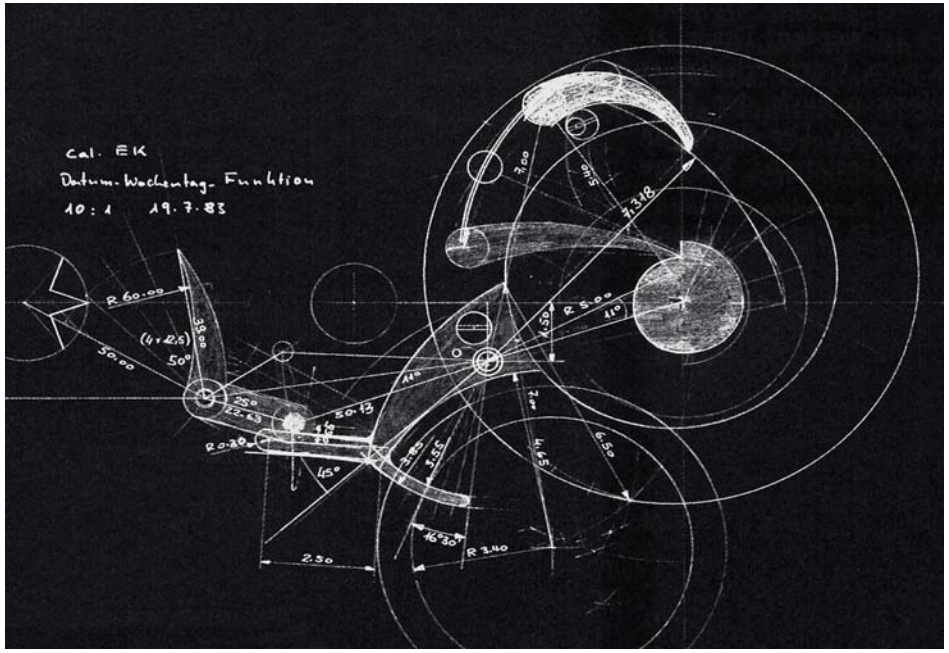
The Da Vinci Ceramic, unveiled in 1986, is one of the first watches with a case made of scratch-resistant zirconium oxide

Some 560 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 who followed him.

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 helical gears, bevel gears and complicated screw transmissions, 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 at that time. 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.

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. Never before in an 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.



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 once 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 similar to 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 – 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, which is polished or satin-finished. Another eye-catching detail is the three-dimensional dial with its floating chapter ring.

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, using the Pallweber system, IWC produced the first “digital” watches in its history. These did not show the hours and minutes on an analogue display with hands, but with numerals in separate windows. 125 years later, IWC presented 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 display also needs to be switched at the same time. Thanks to the flyback function, the chronograph 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.

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

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

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 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

HIGH TECHNOLOGY TAKES ON A DEEPER DIMENSION

The Da Vinci Chronograph Ceramic combines zirconium oxide, which is extremely scratch-resistant, nonmagnetic and acid-proof, with hard-wearing titanium. Apart from the distinctive 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. 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 flyback chronograph combines the hour and minute counters in a single totalizer. The watch's overall appearance is complemented by a specially treated calfskin strap whose surface structure is reminiscent of a high-tech fabric.

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

REF. IW376601
in ceramic/titanium with black calfskin strap

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 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 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 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.

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

REF. IW376416
in platinum with black alligator leather strap

Limited edition of 500 watches in platinum – 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 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 14.4 mm – Case dimensions 43.1 x 51 mm

DA VINCI CHRONOGRAPH

REFERENCE 3764

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

REF. IW376420
in 18-carat rose gold with dark brown
alligator leather strap
(also available with 18-carat rose gold bracelet)

REF. IW376421
in stainless steel with black
alligator leather strap

REF. IW376422
in stainless steel with
stainless-steel bracelet

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 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 14.4 mm – Case dimensions 43.1 x 51 mm

SMALL DA VINCI, BIG DATE

———— 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 last year was 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.

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

DA VINCI AUTOMATIC

REFERENCE 4523

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

REF. IW452312
in stainless steel with black alligator leather strap

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

REF. IW452314
in stainless steel with blue
alligator leather strap

REF. IW452306
in stainless steel with dark brown
alligator leather strap

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

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

"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

The scene is set for an inspired photo shoot in Portofino

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

increasingly unconventional design watches. 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 fashion 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, 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.

In 1988, to mark its 120th anniversary, IWC unveiled the Reference 2532, an elegant, consummately designed timepiece in a gold case with Roman numerals, a small seconds and the IWC hand-wound 4231 calibre behind a sapphire-glass. 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 a 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 the space of 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 traditional watch family took pleasure in the launch of revised as well as newly developed watch models. With its IWC-manufactured 59210-calibre movement, the Portofino Hand-Wound Eight Days impressively scales the Mount Olympus of Haute Horlogerie. The watch features a fine alligator leather strap from the world-renowned shoe manufacturer Santoni. Elaborately finished by hand, every strap from Santoni comes with an exclusive patina-like shimmer and 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.


IWC
MON 25
SCHAFFHAUSEN
SWISS MADE

ELEGANCE WITH POWER FOR 192 HOURS

———— There are moments you look forward to all week long and, since last year, winding up the Portofino Hand-Wound Eight Days has been one of them for many lovers of fine watchmaking. 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 8 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 transparent sapphire-glass back and alligator leather straps by Santoni.

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

PORTOFINO HAND-WOUND EIGHT DAYS

REFERENCE 5101

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

REF. IW510107
in 18-carat red gold with dark brown
alligator leather strap
(available from September 2012)

Mechanical movement – Hand-wound – 8-day power reserve when fully wound –
Power reserve display – Date display – Small hacking seconds – Breguet spring – 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
HAND-WOUND EIGHT DAYS

REFERENCE 5101

REF. IW510103
in stainless steel with brown
alligator leather strap

Mechanical movement – Hand-wound – 8-day power reserve when fully wound –
Power reserve display – Date display – Small hacking seconds – Breguet spring – 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

REF. IW510102
in stainless steel with dark brown
alligator leather strap

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 cockpits 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 75320 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.

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

PORTOFINO CHRONOGRAPH

REFERENCE 3910

REF. IW391007
in stainless steel with dark brown alligator leather strap

REF. IW391008
in stainless steel with black alligator leather strap

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 – Sapphire glass, convex, antireflective coating on both sides – Water-resistant 3 bar – Case height 13.5 mm – Diameter 42 mm

PORTOFINO CHRONOGRAPH

REFERENCE 3910

REF. IW391009
in stainless steel with Milanese
mesh bracelet in stainless steel

REF. IW391010
in stainless steel with Milanese
mesh bracelet in stainless steel

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 – 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.

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

PORTOFINO AUTOMATIC

REFERENCE 3565

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

REF. IW356511
in 18-carat red gold with dark brown alligator leather strap
(available from September 2012)

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

REF. IW356501
in stainless steel with black
alligator leather strap

REF. IW356502
in stainless steel with black
alligator leather strap

REF. IW356505
in stainless steel with Milanese
mesh bracelet in stainless steel

REF. IW356506
in stainless steel with Milanese
mesh bracelet in stainless steel

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

THE POWER OF SPORT TO CHANGE THE WORLD

Sport is a universal language. It is understood all over the world 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 2000, uses the power of sport in its efforts to alleviate social problems. The Foundation is represented by its 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 90 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 Mali, Lesotho or Buenos Aires, or disadvantaged areas of Milan and New York, 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.

Since its inception, Laureus has supported projects which have helped to improve the lives of over 1.5 million young people. 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 Mark Spitz, Sergey Bubka, Yaping Deng and Cathy Freeman 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.

Founded in 2002, the charitable organization OrphanAid Africa is committed to helping orphans and children living in life-threatening conditions in Ghana. There are many of them in this West African country, mainly as a result of the HIV/Aids epidemic and migration from rural areas to the towns and cities. Many of these children have few emotional ties and are deprived of a family life. OrphanAid Africa provides

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

In the period directly after the catastrophic flood, the Seenigama Sport for Life project's top priority was the health of the population and reconstruction of the affected areas. Today, the focus is on the social change possible through the positive influence of sport

an environment where they can grow up with equal rights, while being cared for and looked after by a loving foster family. OrphanAid Africa firmly believes that sport can help these children develop a strong sense of "team spirit" with their foster families. For this reason, the organization offers a wide range of sports and provides specially trained instructors and assistants. In addition to this, the children are taught to read and write, and learn how to lead a healthy life. Special courses raise awareness of HIV and Aids.

Fight for Peace in the London Borough of Newham is using boxing and martial arts to promote sporting skills and the personal development of children and young people who do not respond to the other opportunities available. After school or college, they attend training and vocational courses to improve their chances of landing a more permanent job.

PeacePlayers International was founded in the West Bank in 2005. It uses basketball as a means of giving refugees and Palestinian children hope, and helps them to set goals for their own lives. A joint programme for young Arab and Israeli boys organizes basketball sessions twice a month and was set up to promote understanding between the two communities. In South Africa, as part of the PeacePlayers International project, basketball tournaments are organized to give young people from KwaZulu-Natal support with the biggest challenges facing them: dealing with HIV/Aids and the lack of educational and vocational opportunities.

Girls and young women who join the Laureus Girls in Sport project in Switzerland learn about new types of sport and obtain information on health issues. The project teaches them the pleasures of exercise and is also a place where they can meet and interact

In December 2004, an undersea earthquake in the Indian Ocean triggered a huge tsunami that ravaged the coastal regions of Southeast Asia and claimed hundreds of thousands of victims. Four months after the catastrophe, representatives of the Laureus Sport for Good Foundation paid a visit to the devastated southern province of Sri Lanka around Galle. In Seenigama, the most seriously affected of the coastal areas, two-thirds of the inhabitants had lost their lives, leaving hundreds of orphans. The Foundation's team decided to put some hope and joy back into the lives of these traumatized children and adolescents through sport, as a way of helping them come to terms with their horrifying experiences. Together with the local authorities, the charity organization set up the Laureus Seenigama Sport for Life project, which has since established itself as the main provider of leisure time activities for young people in Sri Lanka. The programme provides stability, gives children something to look forward to and helps improve their social skills. Every month, over 1,000 of them participate in the various sports on offer, such as cricket, volleyball, badminton, swimming, cross-country running and table tennis. One of these children is Kumara Wadu Parami Apsara, the winner of this year's Laureus Sport for Good Foundation children's drawing competition.

Laureus
SPORT FOR GOOD FOUNDATION

BLUE IS THE COLOUR OF HOPE

This IWC Laureus Sport for Good Foundation special edition is already the sixth in the series. And, once again, the colour of hope for disadvantaged children is blue: the unmistakable Laureus blue found on the dial and strap of the Portofino Chronograph. The watch's striking chronograph push-buttons and convex sapphire glass are reminiscent of the distinctive, sporting look of the 1960s. Decidedly state of the art is the tried-and-tested self-winding 79320 calibre with its 44-hour power reserve.

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 to inspire", encouraged many children and adolescents from all over the world to submit entries. The jury chose the drawing by 7-year-old Kumara Wadu Parami Apsara from Sri Lanka. Her picture shows children laughing and playing in a meadow: not the easiest thing to imagine after the traumatic experiences of the tsunami in 2004. A child proudly holds a trophy aloft. The winning design is engraved on a medallion and set into the back of the case of the special edition. The engraving is a reminder that a portion of the proceeds from sales is destined to help Laureus Sport for Good Foundation projects in some of the world's most problematic regions.

Laughing children in Sri Lanka: the motif is taken up in the elaborate engraving on the case back of the Portofino Chronograph Edition Laureus Sport for Good Foundation

PORTOFINO CHRONOGRAPH EDITION LAUREUS SPORT FOR GOOD FOUNDATION

REFERENCE 3910

REF. IW391019
in stainless steel with blue alligator leather strap

Limited edition of 2,500 watches in stainless steel – 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 – Sapphire glass, convex, antireflective coating on both sides – Special back engraving – Water-resistant 3 bar – Case height 13.5 mm – Diameter 42 mm


AQUATIMER

PARTNERSHIP FOR AN ENDANGERED PARADISE

The first Aquatimer, 1967

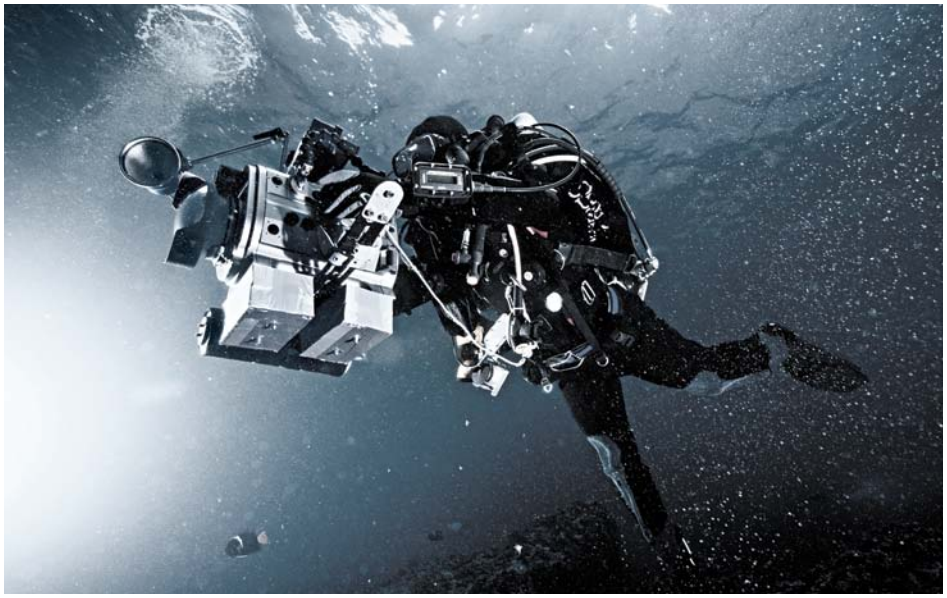
Basking in the sunshine on the igneous black rock, the iguanas – both terrestrial and marine varieties – look more like fairy-tale dragons. The flamingos and turtles enjoy the warmth on land. In glittering, turquoise and green coves, squadrons of manta rays patrol the shallows while sea lions cavort 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 per cent 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. 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, 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 longstanding 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 displayed 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.



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

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 a leader 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 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 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 43).

With the Aquatimer Chronograph in 18-carat red gold in 2009, IWC launched its first diver's watch in a case made of precious metal. 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 40). The bold colours chosen for the Aquatimer Chronograph are particularly striking, with a 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.

A hammerhead shark circles in the coastal waters of the Galapagos Islands


IWC
SCHAFFHAUSEN
AQUATIMER
DEEP TWO
ACT. DEPTH
MAX. DEPTH

AN ELEGANT WAY TO TAKE THE PLUNGE

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

——— 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 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.

AQUATIMER CHRONOGRAPH

REFERENCE 3769

REF. IW376905
in 18-carat red gold with black rubber strap

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 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

MORE LIGHT IN THE DARK 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. In 2011 it was joined 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.

The Aquatimer Chronograph in the blue-and-white combination

AQUATIMER CHRONOGRAPH

REFERENCE 3767

REF. IW376711
in stainless steel with blue rubber strap

REF. IW376710
in stainless steel with stainless-steel bracelet

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 – 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 quickchange system** (cf. Technical details) – Case height 15 mm – Diameter 44 mm

AQUATIMER CHRONOGRAPH

REFERENCE 3767

REF. IW376709
in stainless steel with black rubber strap

REF. IW376708
in stainless steel with stainless-steel bracelet

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 – 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 quickchange system** (cf. Technical details) – Case height 15 mm – Diameter 44 mm

ROBUST DIVER'S WATCH FOR A FRAGILE ECOSYSTEM

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 unique nature 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 generous 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.

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

AQUATIMER CHRONOGRAPH EDITION GALAPAGOS ISLANDS

REFERENCE 3767

REF. IW376705
in rubber-coated stainless steel
with black rubber strap

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 – 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 quickchange 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.

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

AQUATIMER AUTOMATIC 2000

REFERENCE 3568

REF. IW356810
in stainless steel with black rubber strap

REF. IW356808
in stainless steel with stainless-steel bracelet

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

REF. IW356811
in stainless steel with black rubber strap

REF. IW356809
in stainless steel with stainless-steel bracelet

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 40 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.

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

REF. IW354702
in stainless steel with black rubber strap

REF. IW354703
in stainless steel with stainless-steel bracelet

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

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

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 4 years earlier with the then revolutionary IWC 85 calibre, 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 A/m that could withstand even a magnetic resonance tomograph.

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 magnetic fields. With its large 51113 calibre, Pellaton winding system and 7-day power reserve, the Big Ingenieur caused a furore when it was launched in 2007. For devotees of mechanical timepieces with a penchant for absolute precision, the Big Ingenieur is also available as a chronograph.

Whilst IWC's Pilot's Watches were inspired by the skies, and the Aquatimer family by the oceans, the element that gave rise to the Ingenieur was earth. So it seems only logical that the raison d'être of the Ingenieur Automatic Mission Earth is mentioned in its name.

Ingenieur watches prove their ruggedness in practical use, here scaling the bizarre rock formations found in the Southwestern USA


MON 25
INGENIEUR
IWC
SCHAFFHAUSEN
12 bar
SWISS MADE

MEASURES TIME AND SPEED

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. It also came with the analogue display developed by IWC for recording long periods of time: 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. The chronograph is available in a stainless-steel case with a black or 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.

Stopped minutes and hours are shown together
in the upper totalizer

BIG INGENIEUR CHRONOGRAPH

REFERENCE 3784

REF. IW378406
in stainless steel with black
alligator leather strap

REF. IW378405
in stainless steel with black
alligator leather strap

Mechanical chronograph movement – Self-winding – 68-hour power reserve when fully wound – Date display with crown-activated rapid advance – Stopwatch function with hours, minutes and seconds – Hour and minute counters combined in a totalizer at 12 o'clock – Flyback function – 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 large 51113 calibre with its Pellaton automatic winding system and 7-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 silver-plated 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.

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

BIG INGENIEUR

REFERENCE 5005

REF. IW500502
in platinum with black alligator leather strap

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

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

REF. IW500501
in stainless steel with black
alligator leather strap

REF. IW500505
in stainless steel with
stainless-steel bracelet

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 deserts 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-absorption system. It is water-resistant to 12 bar, and even magnetic fields of up to 80,000 A/m leave it unfazed. 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 the protection of an endangered environment.

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

INGENIEUR AUTOMATIC MISSION EARTH

REFERENCE 3236

REF. IW323601
in stainless steel with black rubber strap

REF. IW323604
in stainless steel with stainless-steel bracelet

Mechanical movement – Pellaton automatic 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. Last year, for the first time ever, the watch family was given 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 lap 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 very unlikely to 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.

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

REF. IW376501
in titanium with black rubber strap

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, flat, antireflective coating on both sides – Water-resistant 12 bar – Case height 16 mm – Diameter 45 mm


MANUFACTURE

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 process behind complications like the minute repeater, the power reserve, the tourbillon and the perpetual calendar. Behind the claim to excellence, "Probus Scafusia" – "Craftsmanship made in Schaffhausen", 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.

The tourbillon consists of almost 100 tiny parts; assembling them calls for the utmost in concentration

The many stages involved in the production of a Portuguese case

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 isrespect for the watchmaking pioneers of the past that guarantees continuity at the Schaffhausen-based company.

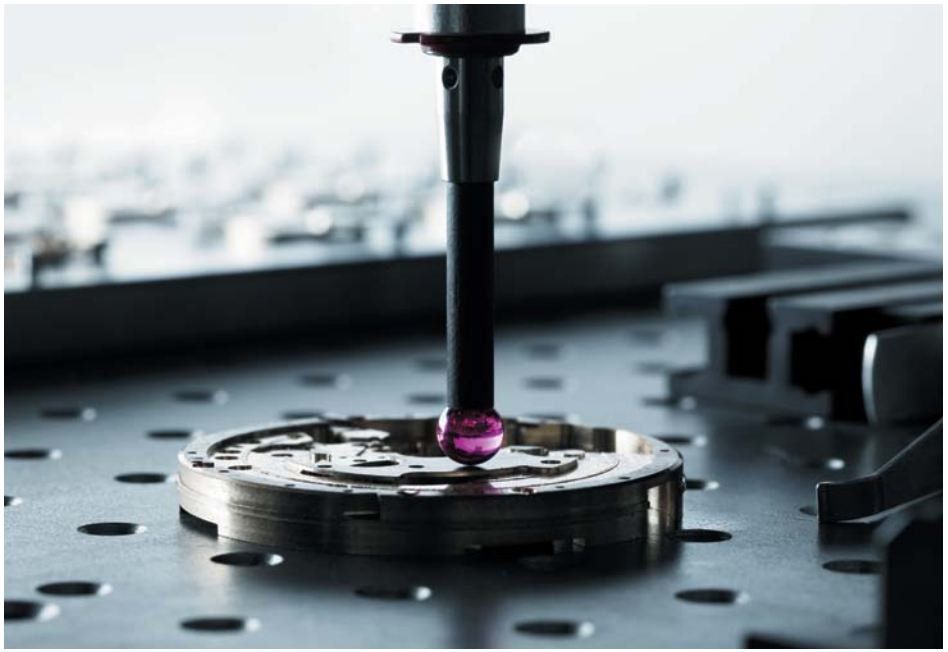
QUALITY ASSURANCE

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.

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

QUALIFICATION AND APPROVAL PROCESS



In the quality control process the bottom plate is measured using a touch probe

———— 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.

ABRASION TESTS

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. The rotating bezels in IWC's diver's watches also have to prove their reliability in dirty water. 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 in the range from –20 to +70 degrees Celsius and up to 95 per cent relative humidity. The next item on the agenda after this ordeal is longterm 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 2-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. 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.

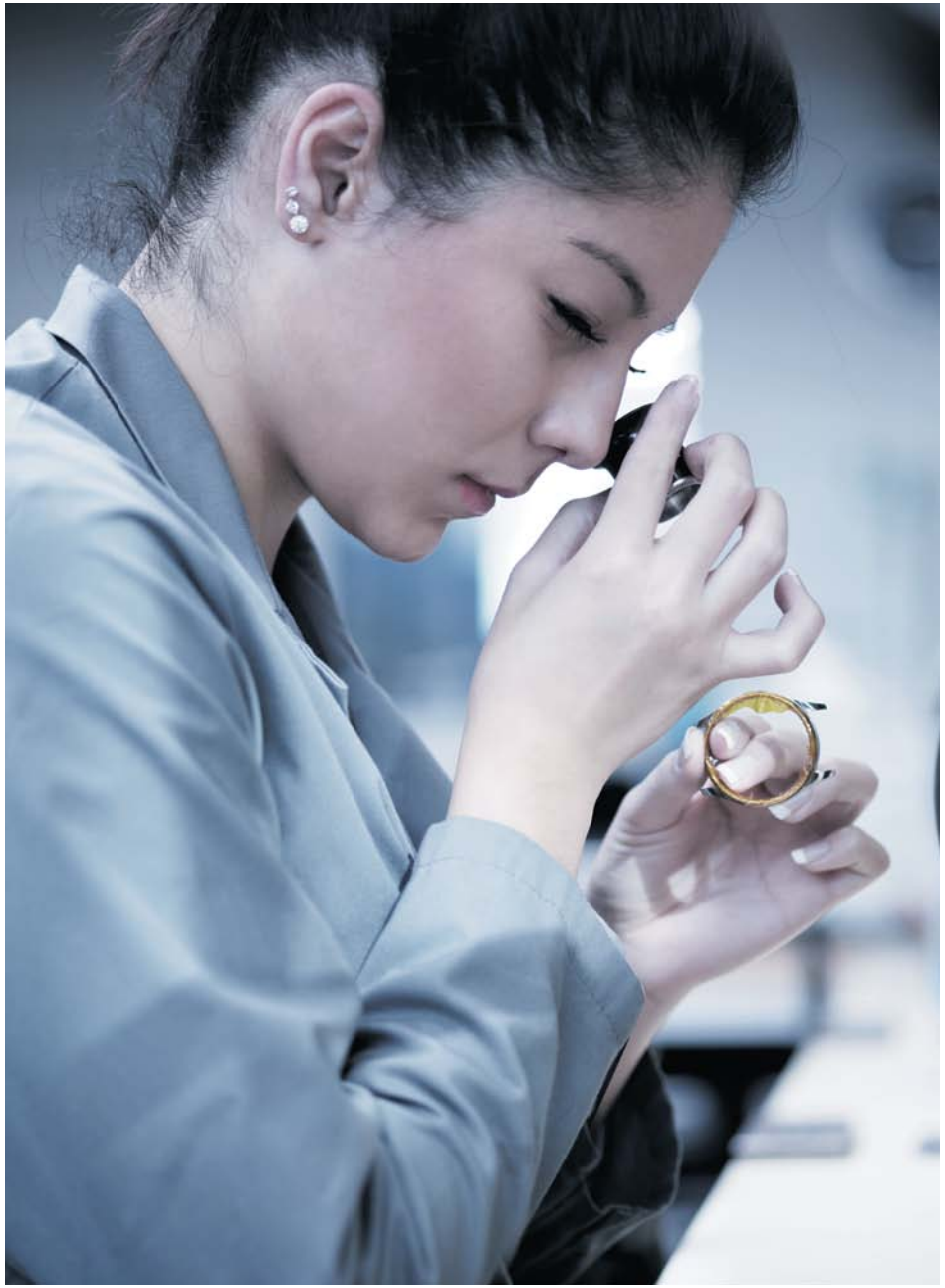
ASSEMBLY: AT IWC, HIGH TECHNOLOGY AND CRAFTSMANSHIP ARE NOT A CONTRADICTION

PRODUCTION TECHNIQUES

In the course of the production of parts for movements, 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 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 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 con-



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

tinuously 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.

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 lathe 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 standards. The edges are deburred and rounded off, or faceted. 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.

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.

ENGRAVINGS: AN ARTISTIC WAY TO MAKE A DIFFERENCE

CUSTOMIZATION

Every watch from IWC already has 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 Portofino Chronograph Edition Laureus Sport for Good Foundation or the Pilot's Watch Chronograph TOP GUN Miramar, have been 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.

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 2 years, with a complete one roughly every 5 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

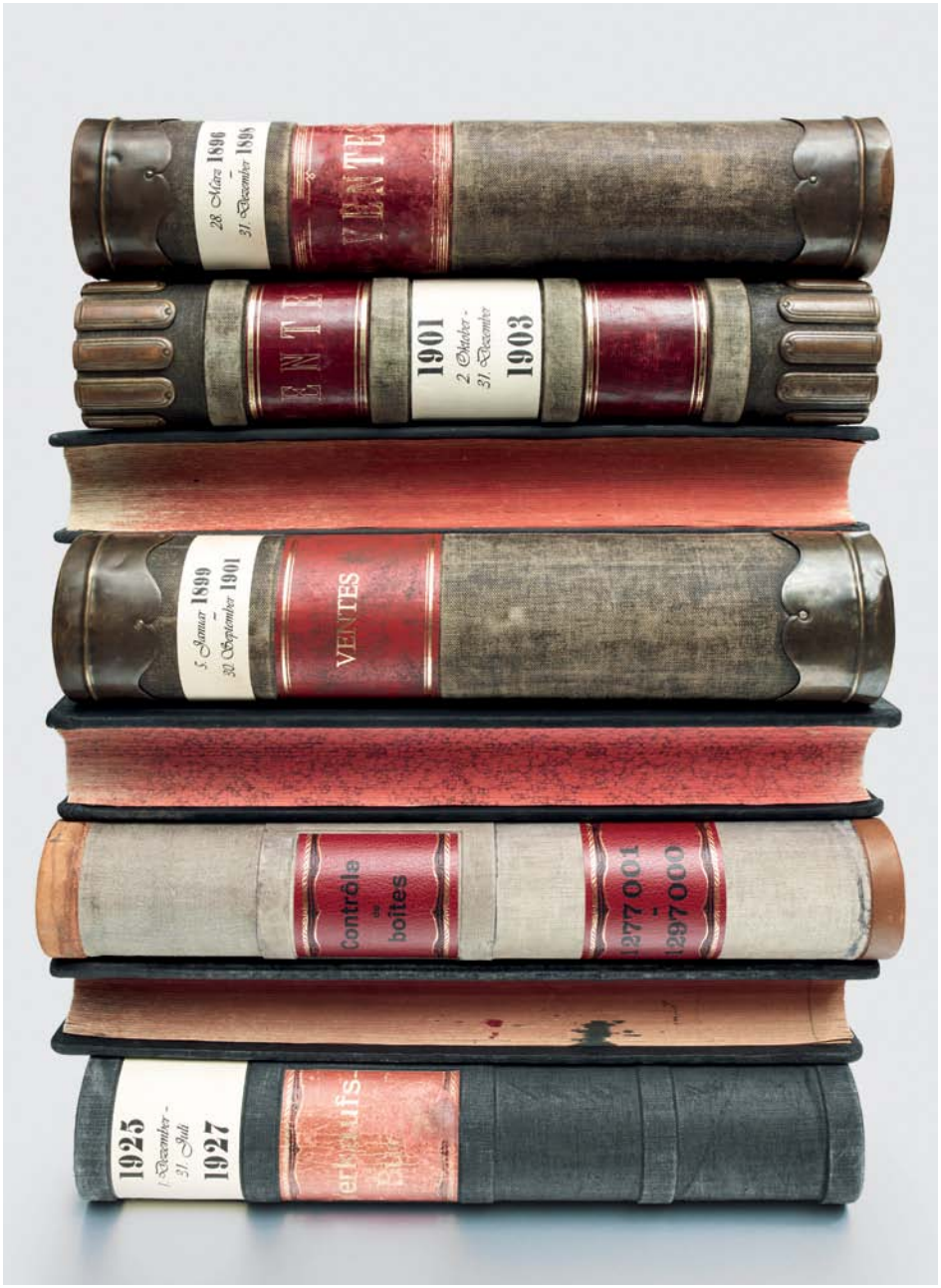
The maintenance service mainly involves replacing the case seals and testing the water-resistance. Apart from this, the movement is adjusted and the escapement cleaned.

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 readjusted. 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.

After successfully passing tests and functional controls, the dial and hands are assembled and the individual components reunited



The records at IWC keep track of every watch made since 1885

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 through an e-mail to customerservice@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 5 years old. Regarding 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. 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.

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

IWC TRAINING CENTRE: WATCHMAKERS FROM SCHAFFHAUSEN ARE EXPERTS AT MAKING MASTERPIECES

APPRENTICE TRAINING

——— Ever since its foundation, IWC has been like a “watch 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 according to state-recognized certification standards as early as 1950. This resulted in the foundation of its own training centre with capacity for 37 apprentices 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 3 or 4 years learning what makes a watch from IWC tick. They spend 80 per cent of their apprenticeship in the apprentice workshop and the remaining 20 per cent on the shop floor.

At IWC, apprentices learn the craft of watchmaking 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 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 3 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.

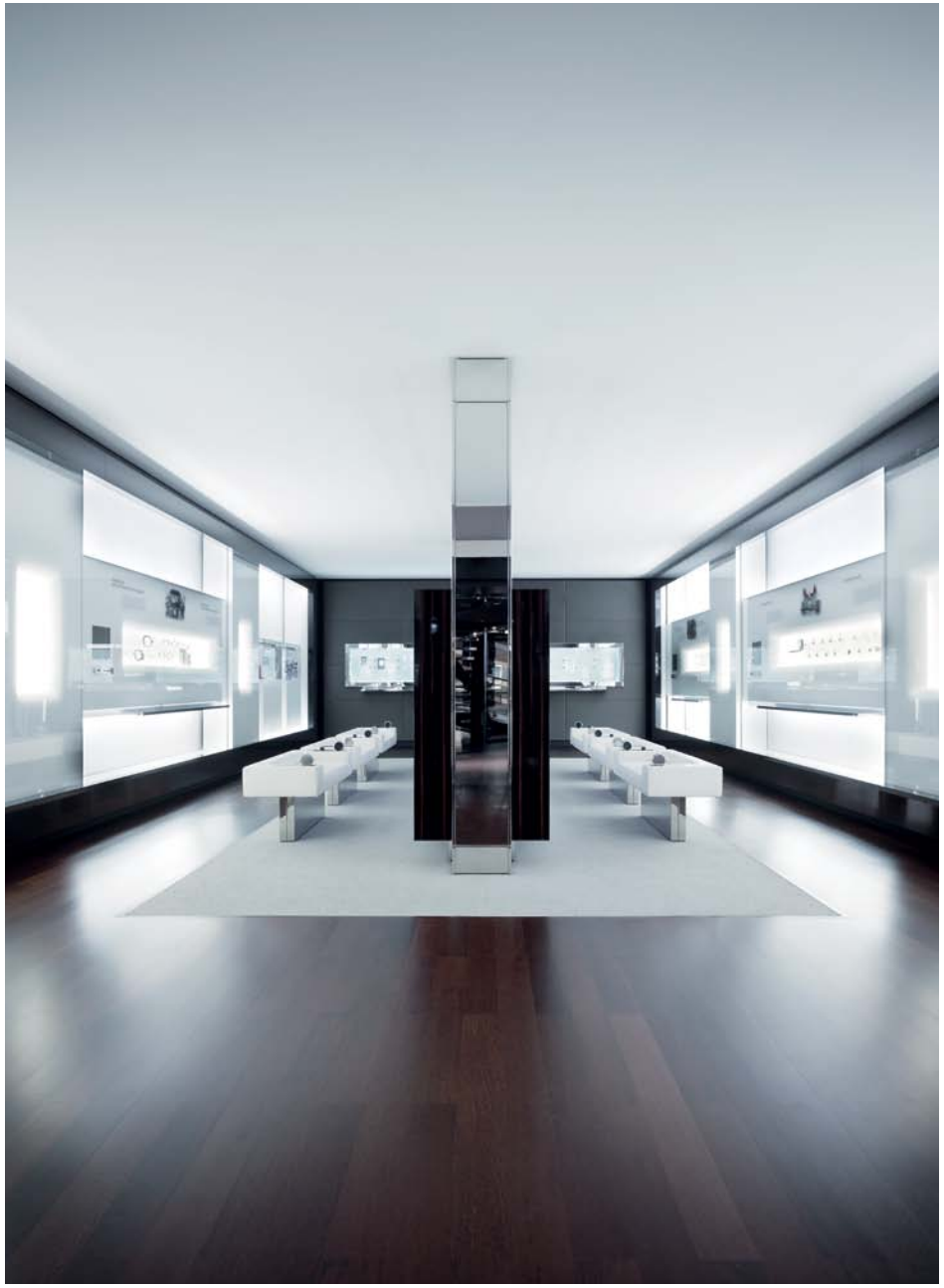
MUSEUM: PLUNGING INTO THE WORLD OF IWC

WATCH MUSEUM

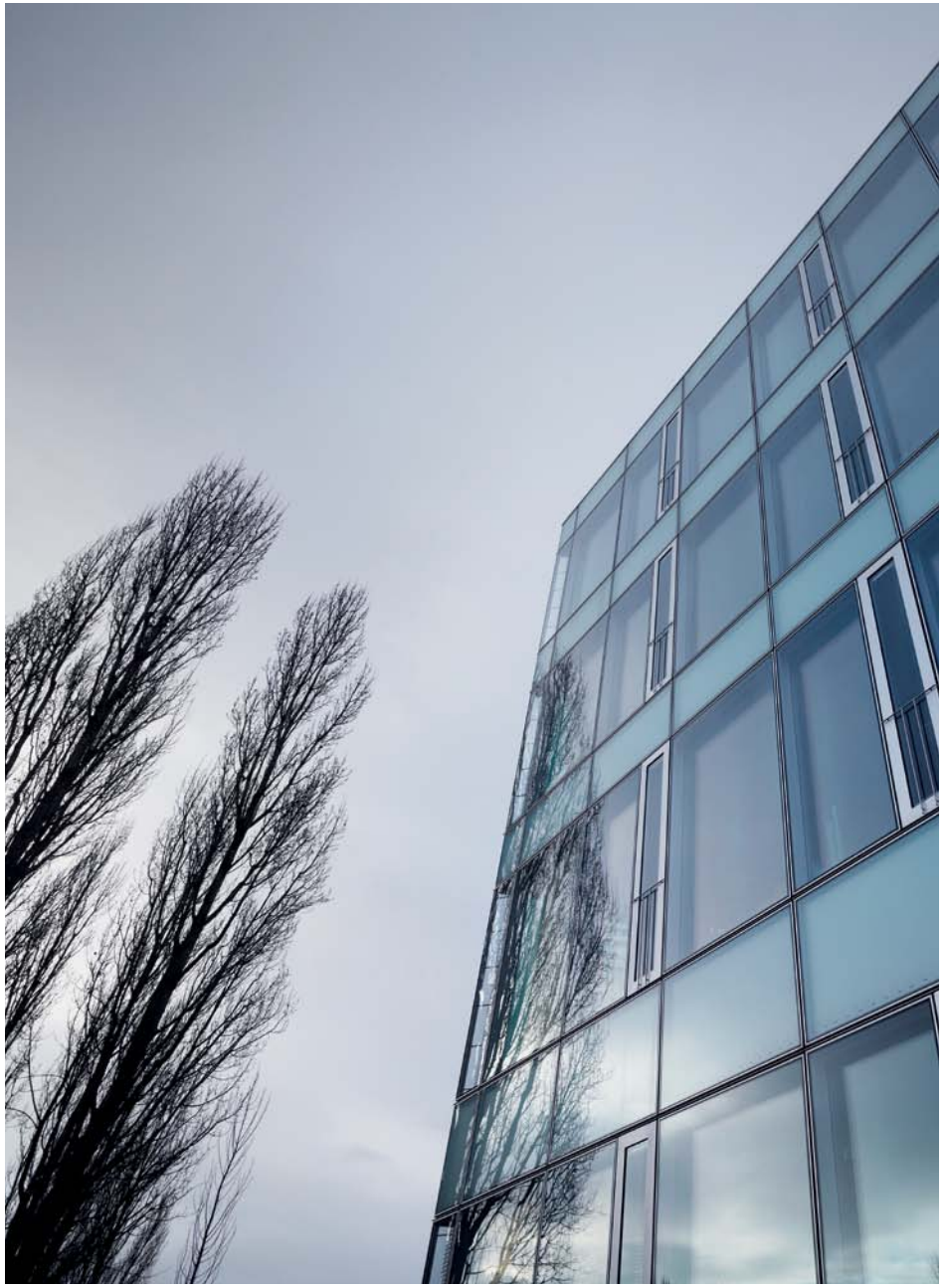
——————— For watch devotees and IWC fans, a visit to the company's premises in Schaffhausen has long been an unforgettable and defining experience. Since 2007, IWC has presented itself to visitors in a completely newly designed watch museum. The light-flooded areas on the converted ground floor of the 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, an "American" hunter pocket watch with the 1874-calibre F. A. 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 multi-faceted 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 through: visit@iwc.com



In light-flooded rooms and stylish surroundings, visitors can take an entertaining stroll through 144 years of IWC history



Triple glazing on the building's south face guarantees a high level of insulation

ENVIRONMENTAL PROTECTION: IWC SCHAFFHAUSEN PLAYS A PIONEERING ROLE

IWC headquarters in Schaffhausen

ENVIRONMENTAL RESPONSIBILITY

———— Apart from its economic and social obligations, every 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, environmentally sound building methods, energy consumption over the past 9 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 wastewater 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.

F. A. Jones pocket watch
in gold hunter case

CHRONOLOGY

F. A. JONES FOUNDED THE INTERNATIONAL WATCH COMPANY IN 1868

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 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.

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 (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

The first IWC 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.

Albert Pellaton

Günter Blümlein

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, 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. Pressure-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.

1969

IWC is involved in the development of the Beta 21 quartz movement, a wristwatch calibre with quartz-controlled drive (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 acquires 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 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.

"Craftsmanship made in Schaffhausen"

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 7 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 hand, minute repeater and perpetual calendar. Also in celebration of 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 anniversary 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.

2000

With the extra-large 5000 calibre, which runs for 7 days 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 acquired 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 7-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.

Perpetual calendar with big digital date and month displays
as well as digital leap year display

The balance – the beating heart of any mechanical watch

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 perpetual 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 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.

2011

In its new guise, the classically elegant Portofino watch family combines Swiss precision with Italian joie de vivre. The flagship is the Portofino Hand-Wound Eight Days with its new IWC-manufactured 59210-calibre movement. With its combination of a titanium case, rubber strap and split-seconds hand, the Ingenieur Double Chronograph Titanium is a worthy addition to the Ingenieur watch family. In August, at the European Southern Observatory (ESO) on Cerro Paranal, Chile, IWC presents the most exclusive and complex mechanical wristwatch ever built in Schaffhausen: the Portuguese Sidérale Scafusia. It features a patented constant-force tourbillon together with numerous complications and individually calculated astronomical displays. Every watch is unmistakably unique and made specifically to order.

PHOTOGRAPHY

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