

IWA70119

ANNUAL EDITION 2013/2014

CRAFTSMANSHIP MADE
IN SCHAFFHAUSEN

WATCHES FROM IWC 2013/2014

IWC
SCHAFFHAUSEN

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TECHNICAL DETAILS

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.

The "jewels" used in wristwatches (often referred to as "rubies" because they are mostly red in colour) are not genuine precious stones. Designed to reduce friction and mechanical wear and tear, they are made of industrial-standard sapphires, usually rubies. They are used for bearings, levers and detents as well as parts of the escapement and the balance and spring, but are also found in certain parts

specific to automatic movements, chronographs and minute repeaters. Synthetically manufactured rubies have practically the same physical and chemical properties and are similar in colour to naturally occurring rubies, but their purity and a more homogeneous crystalline structure give them certain advantages. Depending on the density, hardness, and resistance to pressure and abrasion required, "jewels" may be used that are different from synthetic rubies and/or synthetically manufactured functional jewels. This is due to the materials employed and can create colour differences that result in whitish or transparent stones, for example. As regards their physical and chemical properties, these "jewels" are similar to natural rubies and, after cutting and polishing, have the same surface characteristics.

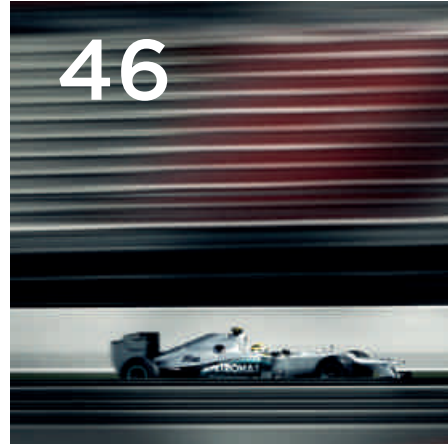
The number of "jewels" shown on an IWC movement refers to all its synthetically manufactured functional jewels. Nowadays, it is technologically possible to make gears, cams and other movement parts from classical stones, but these components are not counted with the jewels.

* 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 2013/14, effective from January 2013

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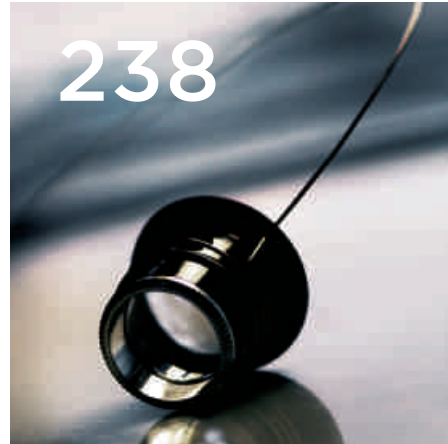
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PETRONAS

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PETRONAS
SYNTIUM

PETRONAS

IWC GOES FLAT OUT FOR FORMULA ONE IN 2013

————— They have a passion for perfection. They do their calculations, create a prototype, discard it, and start again from scratch. For them, today's mechanical limitations are tomorrow's challenges. We're talking about engineers. Fifty-eight years ago, IWC dedicated an entire watch collection to them: the Ingenieur. And ever since, those models have epitomized precision technology at the highest-possible level. The Ingenieur collection for 2013 has been completely re-worked and takes up the theme of IWC's cooperation with MERCEDES AMG PETRONAS Formula One™ Team. As the team's Official Engineering Partner, IWC Schaffhausen shares a passion for outstanding engineering, skilled craftsmanship and innovation with the racing team's technicians and mechanics.

With the spectacular Ingenieur Constant-Force Tourbillon and its patented constant-force mechanism, IWC consolidates its leading position in the Constructor's Championship of haute horlogerie. The Ingenieur Perpetual Calendar Digital Date-Month is also assured of a pole position. Like the boost button on a Formula One steering wheel, its quick-action switch provides maximum thrust precisely when needed. The case is made of titanium aluminide and, like carbon, ceramic and titanium, was inspired by the materials used in Formula One. These innovative materials are used in a new Ingenieur line that is instantly recognizable from the heads of the ceramic screws in the bezel.

With "bodywork" made of carbon fibre, the Ingenieur Automatic Carbon Performance will appeal to motorsport fanatics. The Ingenieur Automatic AMG Black Series Ceramic is a continuation of IWC's long-standing cooperation with the Mercedes-Benz high-performance brand. The Ingenieur Double Chronograph Titanium is the perfect instrument for recording lap times. And for Formula One drivers who lose their bearings as a result of moving constantly from one time zone to another, the Ingenieur Dual Time Titanium is the fail-safe way to keep track of time back home.

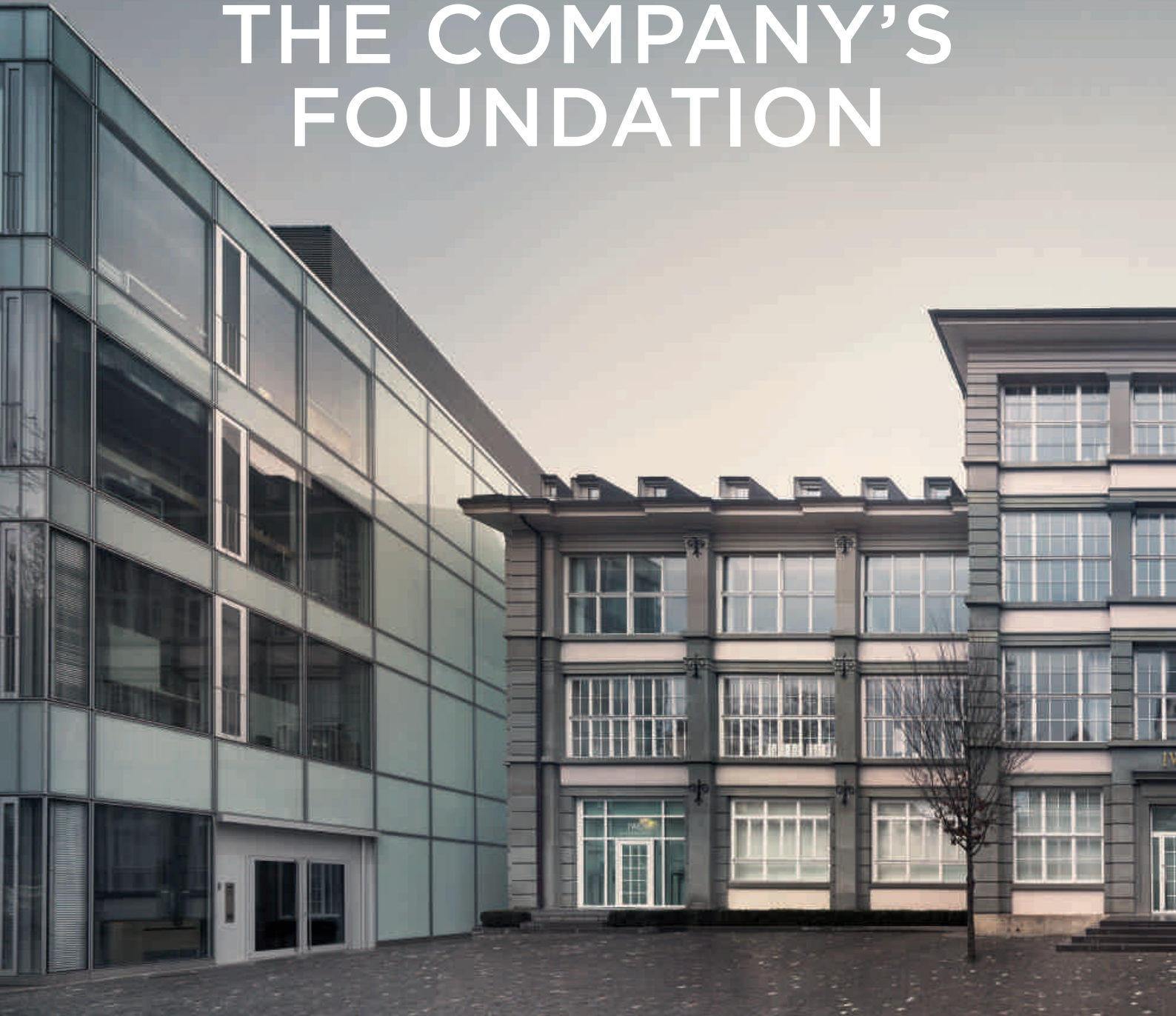
In appearance, the classic line with its stainless-steel case and characteristic bores is firmly in the tradition of the 1976 Ingenieur SL, designed by Gérald Genta. Elegant, functional and technically advanced, it is the culmination of almost six decades of performance engineering for the Ingenieur watch family.

The legendary reputation of the historic racing cars built by Mercedes-Benz is revived by the Ingenieur Chronograph Silberpfeil. The design was inspired by its equally legendary namesake, which dominated international motorsport in the 1930s.

We wish you many hours of exciting reading with our Annual Edition.

Yours IWC Schaffhausen

THE COMPANY'S FOUNDATION





AMERICAN PIONEERING SPIRIT MEETS SWISS TRADITION

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

American engineer and watchmaker Florentine Ariosto Jones learnt the watchmaker's trade from scratch. At the tender age of 27, he was appointed deputy director and production manager of the E. Howard Watch & 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 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 Ocean, 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.



IWC Schaffhausen's success story started with the production of top-quality pocket watches for the American market



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 movement

At this time, Schaffhausen, at the north-eastern tip of the country, could reflect on a long watchmaking tradition. The first mechanical clock ever mentioned in the records was made way back in 1409 at the Rheinau 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 internally 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 energy it harnessed 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 company: the International Watch Co. (IWC).



TECHNOLOGY



The newly developed 94800 calibre is powered by two barrels to provide the required energy for the constant-force tourbillon, the moon phase module and the power reserve display of the Ingenieur Constant-Force Tourbillon

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, constant-force 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 com-

pensating 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. It has been further developed and perfected over the years and features in several of the models in the latest Ingenieur collection.

IWC CALIBRES

The great legacy of IWC pocket watches

Calibre	Height	Diameter basic movement	Frequency ^{a)}	Jewels	Winding ^{b)}	Power reserve	Date	Special features	References
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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
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	62	S	7 days	X	Perpetual calendar, double moon phases	5029, 5032
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
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80000-CALIBRE FAMILY

80110	7.3 mm	30 mm	28,800 A/h / 4 Hz	28	S	44 h	X		3224, 3225
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^{a)} A/h = alternances à l'heure = beats per hour ^{b)} S = self-winding, H = hand-wound

Calibre	Height	Diameter basic movement	Frequency ^{a)}	Jewels	Winding ^{b)}	Power reserve	Date	Special features	References
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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, 3785, 3878, 3902, 3904
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
89801	9.9 mm	37 mm	28,800 A/h / 4 Hz	51	S	68 h	X	Chronograph, digital perpetual calendar	3761, 3791
89802	9.9 mm	37 mm	28,800 A/h / 4 Hz	51	S	68 h	X	Chronograph, digital perpetual calendar	3791, 3792

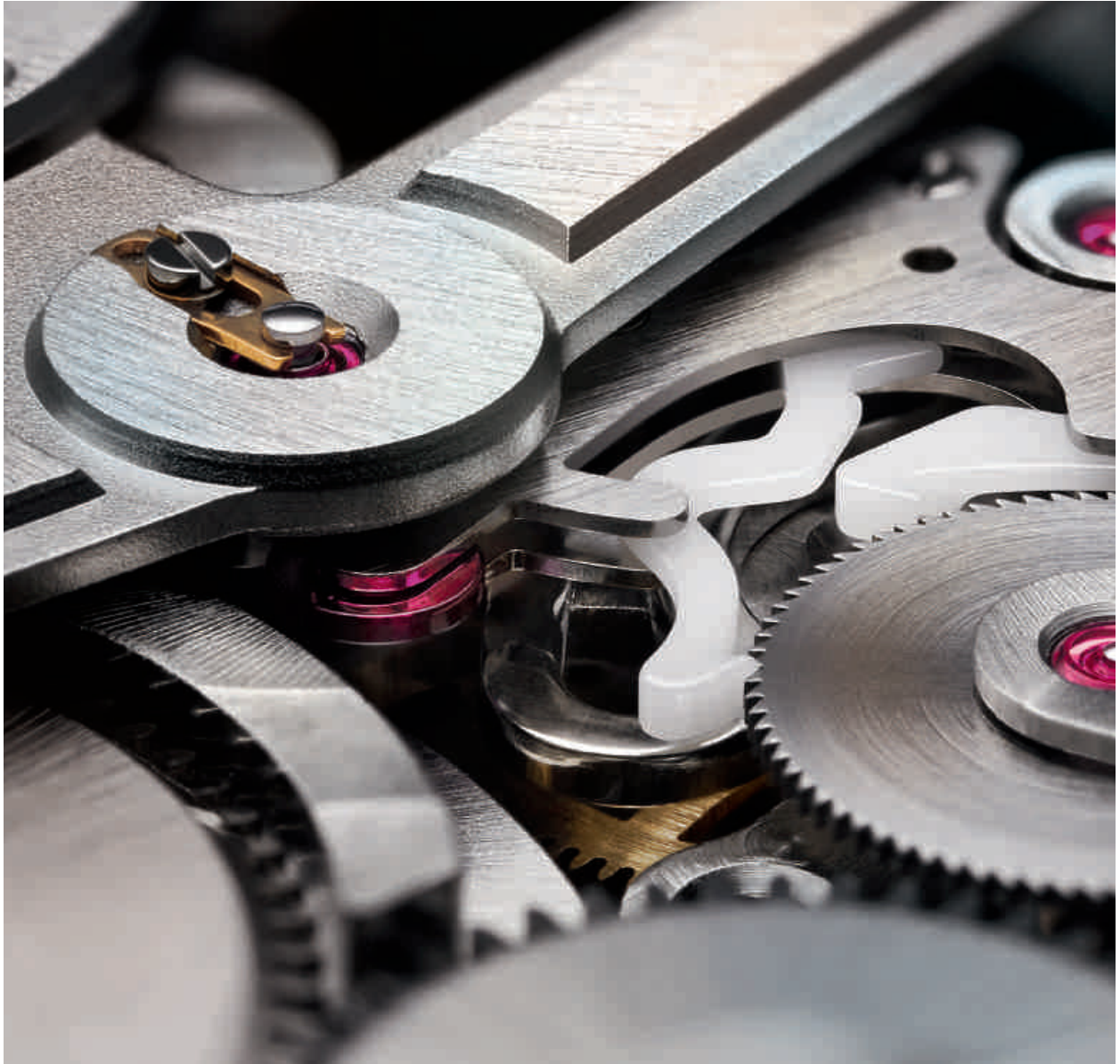
94000-CALIBRE FAMILY

94800	7.7 mm	37.8 mm	18,000 A/h / 2.5 Hz	43	H	96 h	X	Double moon phases, constant-force tourbillon	5900
94900	11.7 mm	37.8 mm	18,000 A/h / 2.5 Hz	56	H	96 h	X	Astronomical display, constant-force tourbillon	5041

98000-CALIBRE FAMILY

98295	4.7 mm	37.8 mm	18,000 A/h / 2.5 Hz	18	H	46 h			5454
98900	4.7 mm	37.8 mm	28,800 A/h / 4 Hz	21	H	54 h		Tourbillon	5463
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 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 59000-calibre family 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 the Schaffhausen-based company spent 2 years working on the 59210 movement. It 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 can safely wind 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 traditional 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 Carbon Performance 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.

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 defects, is easily accessed

for servicing and has been continuously improved in terms of reliability and shock absorption.

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, feature a significantly improved self-winding system and set 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 stopped times – 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 was joined by the newly developed 89365 chronograph movement including a stopwatch function with minutes and seconds as well as a flyback function. After further development, the IWC-manufactured movement was known as the 89800 calibre and used for the big digital date and month displays in References 3761 and 3791. This year, the new Ingenieur Perpetual Calendar Digital Date-Month comes equipped with a further development on the theme, the 89802 calibre.

THE 94000-CALIBRE FAMILY

*The inspiration for the movement side came from a sports car's engine block.
Apertures provide a view of the intermeshing wheels inside*



————— The newly developed 94000-calibre hand-wound movement with constant-force tourbillon bears impressive testimony to the inventive spirit of IWC's engineers. It is powered by two barrels, which provide the higher torque required to drive the constant-force tourbillon.

In the 94900 version it also provides the enormous amount of power needed to drive the astronomical module in the Portuguese Sidérale Scafusia, the most exclusive and complicated mechanical watch ever made by IWC. This extravagant time-

piece features displays for sidereal and solar time, the times of sunrise and sunset, and a perpetual calendar, as well as showing the section of the sky currently visible in the real sky.

Apart from the movement in the new Ingenieur Constant-Force Tourbillon, the 94800 calibre also drives the tourbillon, the moon phase display and the power reserve display.

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

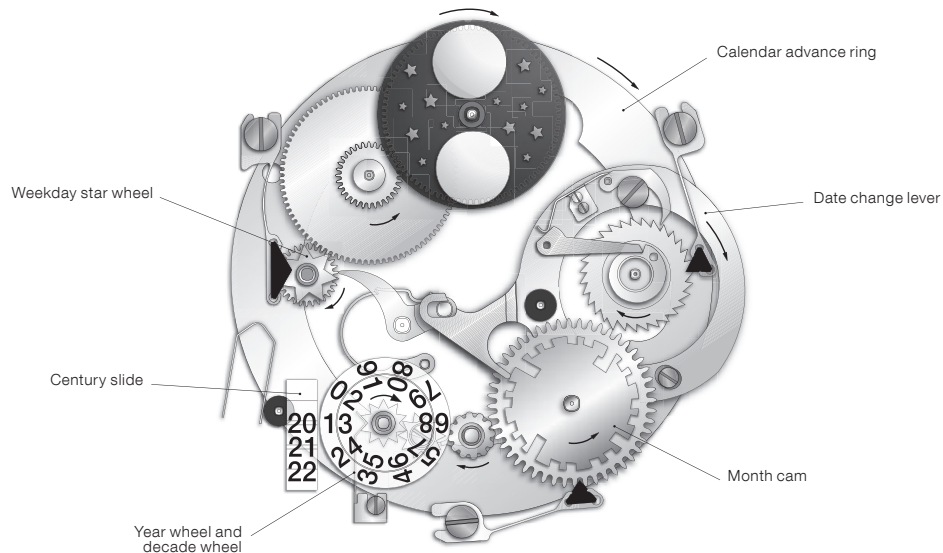


————— The 98 calibre, which was manufactured from the mid-1930s for the hunter pocket watch, has been regularly improved by IWC for over 80 years. Since it is so ideally suited for large hand-wound wristwatches, it is no coincidence that it is very closely associated with the story of the Portuguese 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.

With an elongated index and 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 the Portuguese Minute Repeater 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



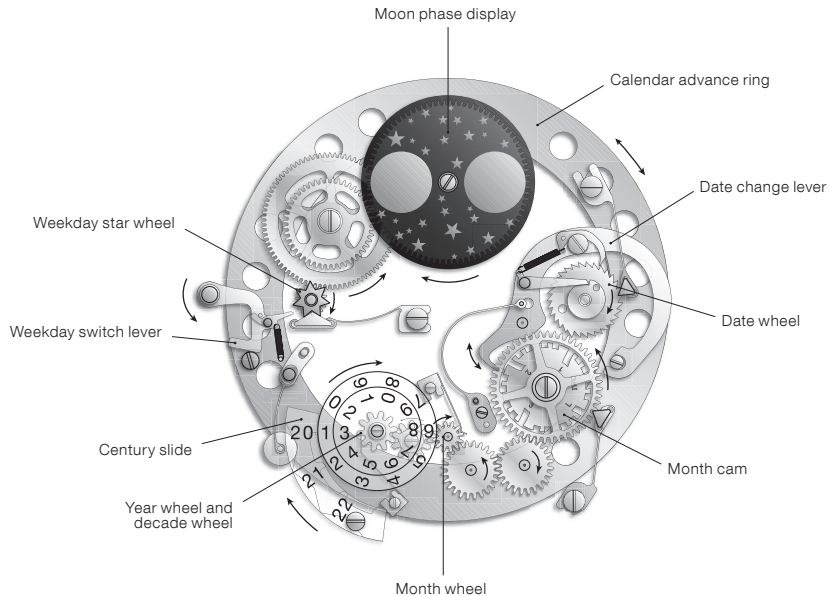
The design of the perpetual calendar was a feat of watchmaking genius that finally paved the way for IWC's entry into the world of haute horlogerie. A mechanical masterpiece, it takes into account all the complexities of the leap years; in other words, it recognizes all the years that can be divided, 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



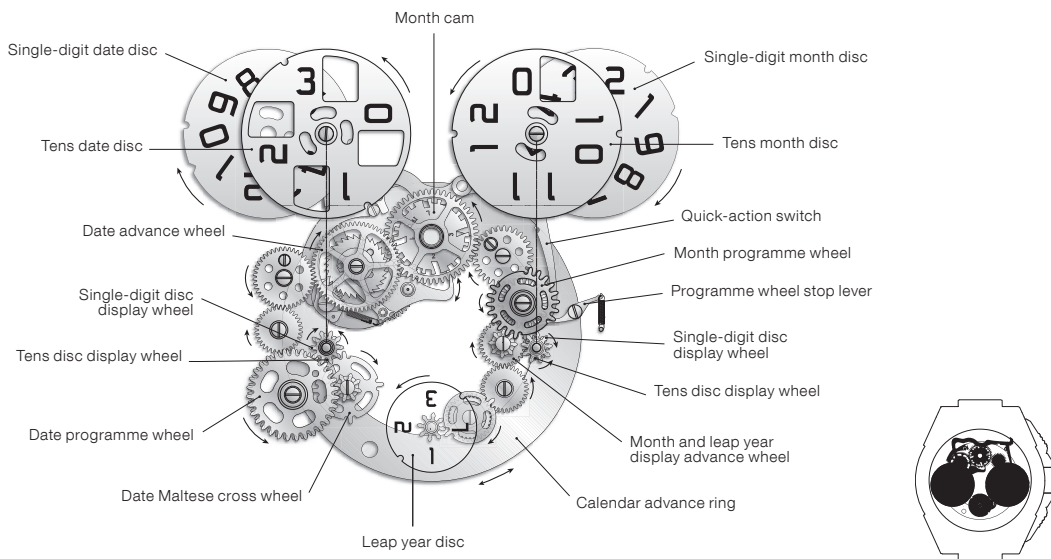
————— Analogue date displays with hands have a long tradition in IWC watches featuring perpetual calendars. In the case of the Portuguese Perpetual Calendar, for instance, the date, day and month are to be found on three subdials and, thanks to the clear layout, are extremely easy to read.

The classic moon phase display with discs is usually found at “12 o’clock”. The Ingenieur Constant-Force Tourbillon is one exception and displays the double moon at approximately “1 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 a higher number 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 Ingenieur Perpetual Calendar Digital Date-Month shows the date and month in large numerals

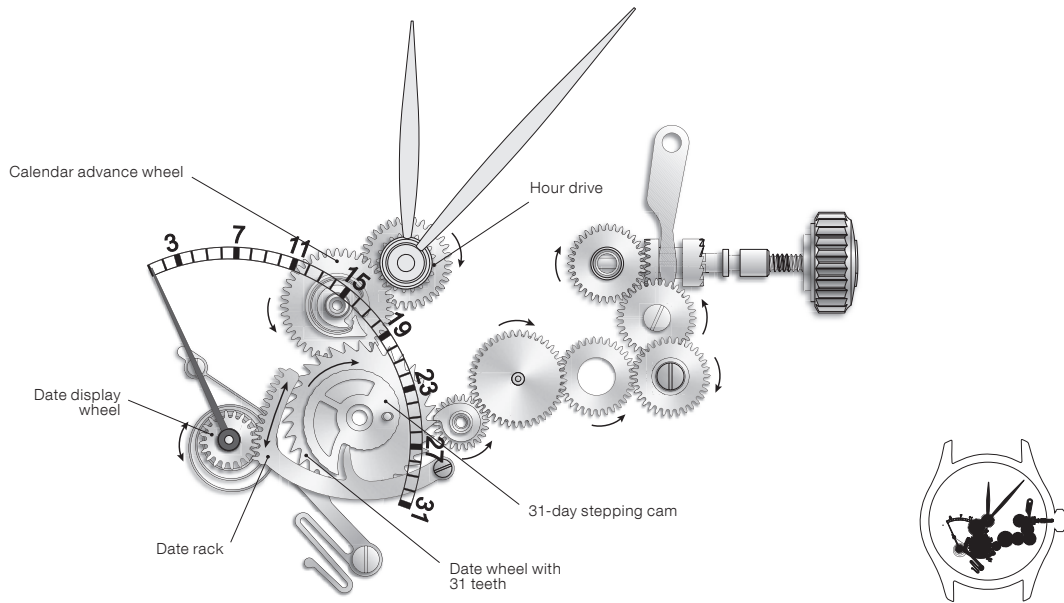


IWC produced the first “digital” watches in its history as early as 1884. These timepieces, known as Pallweber watches, displayed the hours and minutes using numerals, while the seconds were shown in analogue form with a hand. In 2009, IWC unveiled a surprise for watch lovers in the form of a newly developed perpetual calendar movement (cf. page 208), which shows not only the date but also the month in large numerals. In 2013, the year of the Ingenieur, tinted glass inlays on the dial of the Ingenieur Perpetual Calendar Digital Date-Month provide a view of the discs at work. 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”

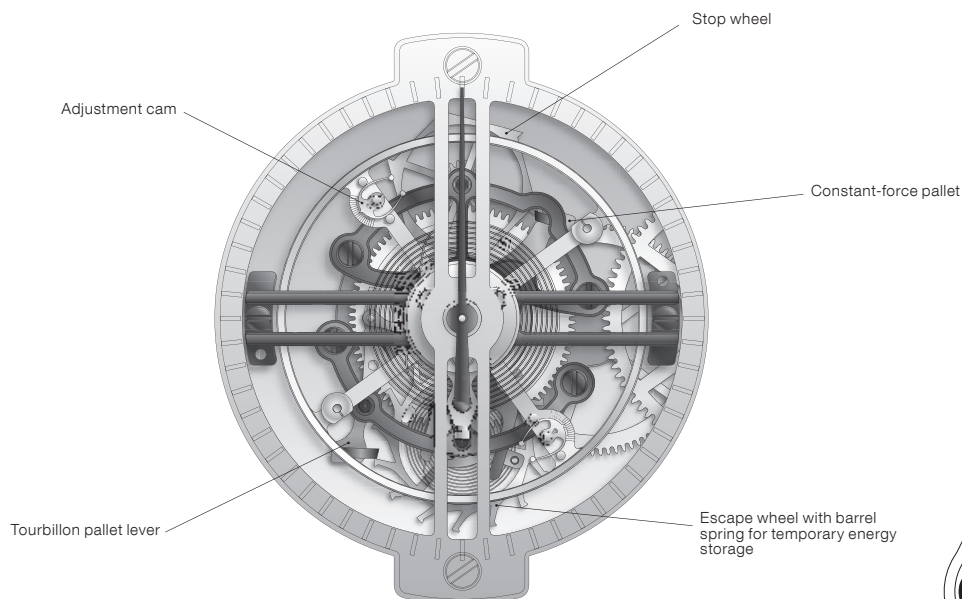


In the retrograde date display, the hand jumps back automatically to “one” after the 31st of the previous month, which explains the complication’s name. In months with fewer than 31 days or when the watch has not been used for a while, the date display can be advanced rapidly using the crown and jumps 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 the flying tourbillon in the Portuguese Tourbillon Mystère Rétrograde is not concealed by a date disc. 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.

CONSTANT-FORCE TOURBILLON

The constant-force tourbillon elegantly combines two complications that serve to improve the watch's accuracy



For the new Ingenieur Constant-Force Tourbillon, IWC has integrated a patented constant-force mechanism into a tourbillon. It ensures that the amplitude of the balance – and thus the watch's accuracy – remain absolutely constant, initially by disconnecting the escapement from the direct flow of energy generated by the gear train. The energy is stored temporarily in the balance spring from where it is transferred to the escape wheel. In the process, the balance spring

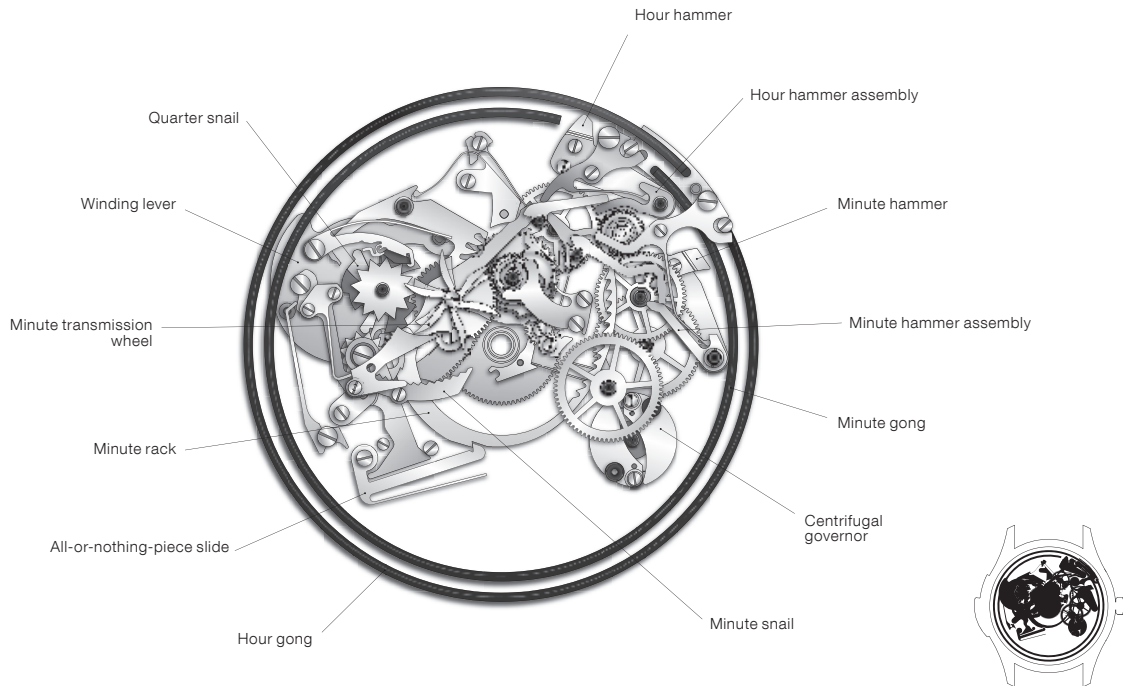
is put under tension once a second and the seconds hand in the tourbillon advances in one-second jumps. This ensures an extremely regular and precise rate over a period of at least 48 hours. After approximately two days, the movement switches from constant-force mode to normal mode, as can be seen from the second hand, which now starts to advance at intervals of one-fifth of a second.



One of the miracles of haute horlogerie is when a mass of individual components – here the ones found in the Portuguese Minute Repeater – is assembled to form a perfect whole

MINUTE REPEATER

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

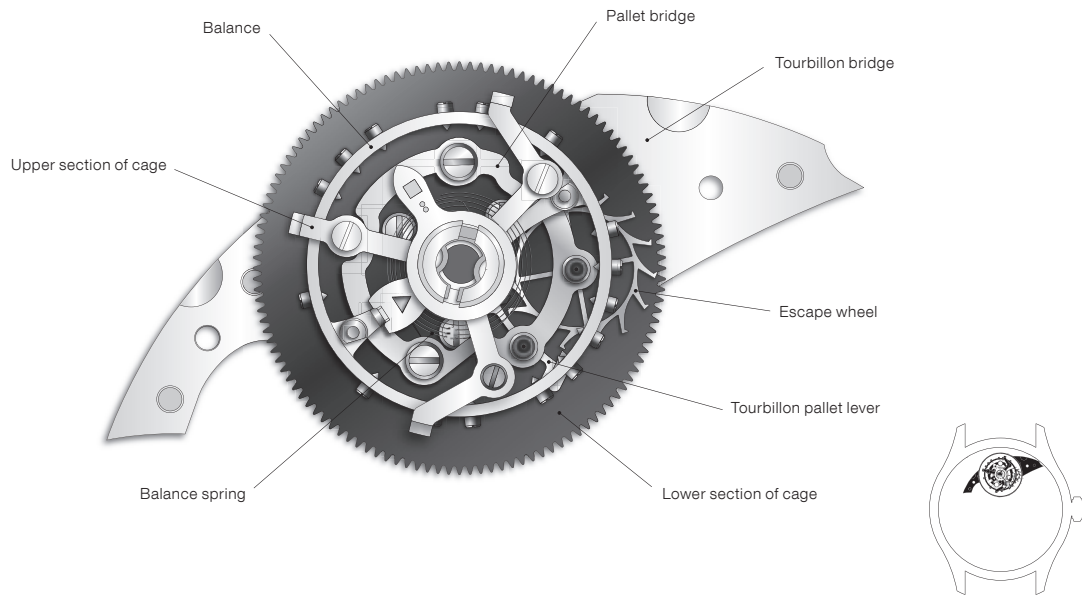


It took 50,000 hours to develop the highly complex minute repeater strike train for the Grande Complication and the Portuguese Minute Repeater. It is operated by an eye-catching repeating slide on the left-hand side of the case and chimes out the time in crystal-clear tones: the hours on the lower-pitched 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

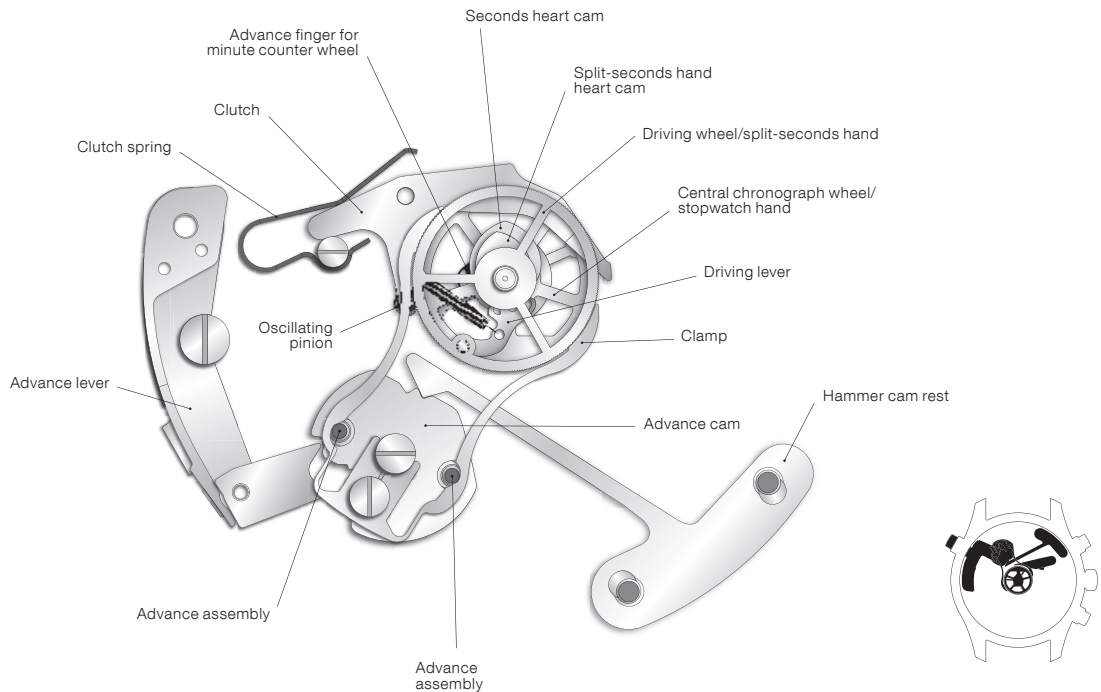


The tourbillon – or, as it literally translates, the “whirlwind” – has long been considered the ultimate achievement in mechanical watchmaking. Originally, this most exclusive of all watch complications was intended to offset the gravitational error inevitable in an oscillating system with a balance and spring by distributing the error evenly over a single plane. The solution: to put the balance, pallet and es-

cape 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, precisely 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 intermediate time.

WORLDTIMER



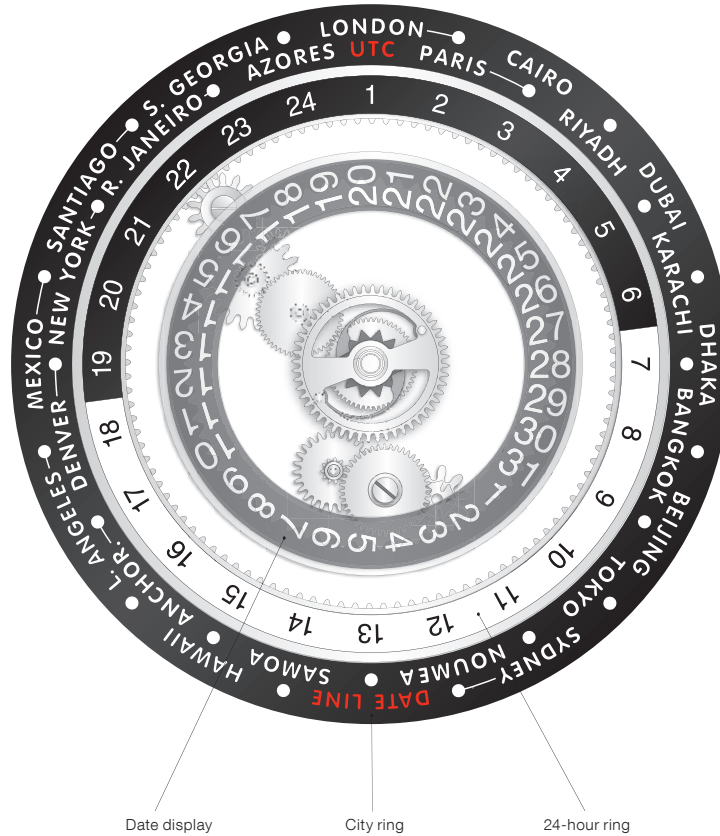
————— The Worldtimer complication in the Pilot's Watch Worldtimer provides a rapid overview of the various time zones. The rotating 24-hour ring is set once to the current time UTC using the crown and then continues to run independently of the local time. All 24 time zones can be seen at a glance. To make it easier to distinguish between night and day, the ring 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 11 a.m. daylight saving time in Sydney. The dial and hands (not illustrated here) show current local time. If the wearer passes through one or more 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.

In the new Ingenieur collection, the Ingenieur Dual Time Titanium indicates a second local time of the wearer's choice on the outer 24-hour ring. Its mechanism is as user-friendly as the Worldtimer's.

WORLDTIMER

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 gold cases, 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 case material). Stainless steel is an extraordinarily robust material and, when used in IWC cases, unusually resistant to corrosion.

In 1980, IWC became the first watchmaking company to use titanium in a watch case. Apart from their attractiveness as design features, titanium and titanium alloys are particularly

suitable for cases and bracelets because they weigh approximately 50 per cent less than stainless steel and are totally corrosion-resistant, very hypoallergenic and 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 group of materials is able to withstand such high temperatures or such mechanical and chemical extremes. Both materials – titanium and ceramic – are brought together in the TOP GUN Pilot's Watches and some of the new Ingenieur models. And in a premiere for 2013, with the Ingenieur family, IWC makes its first use of titanium aluminide (TiAl) as a case material. This alloy of titanium and aluminium is lighter and tougher than pure titanium and has a darker surface colour.

Another new addition in 2013 is carbon, a high-tech material that is widely used in Formula One and is not only extremely light but also very robust.

PROTECTION AGAINST MAGNETIC FIELDS

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



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 more than sixteenfold.

WATER-RESISTANCE

The glass, case, seals 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 water splashing. With water-resistance of 3 bar, the watch can be worn when swim-

ming or skiing¹, and at 6 bar it will have no problem with water sports or snorkelling². 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



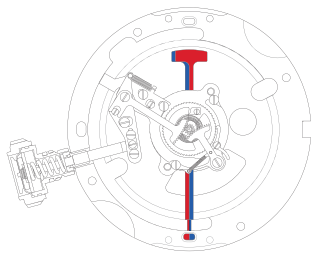
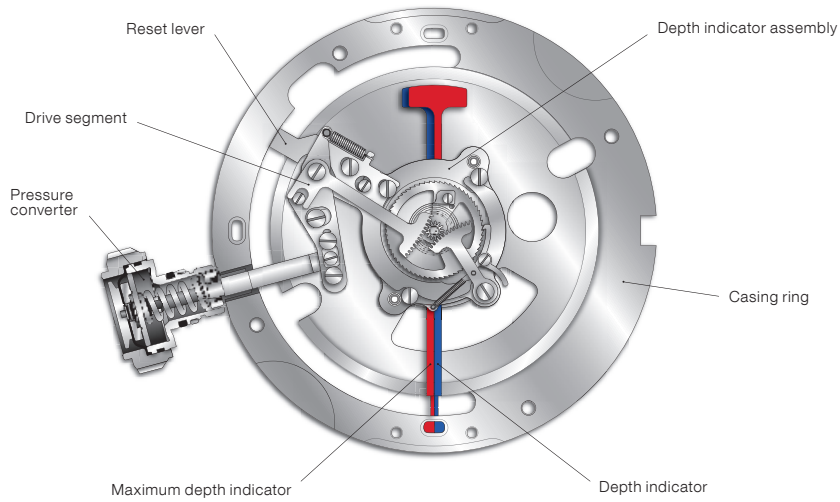
With the further-developed depth gauge mechanism, the Aquatimer Deep Two is able to display the current and the maximum depth during a dive (down to 50 metres).

The pressure metering system is housed in a crown on the left-hand side of the case. Through minuscule holes in the cover of the pressure converter, water pressure acts on a spring membrane and pushes a shaft towards the interior of the

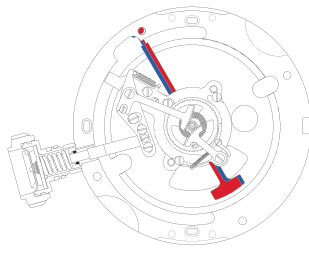
case. This movement is transmitted through a system of levers and moves the gauge's two indicators at the centre of the watch. While the blue depth indicator moves to show current dive depth, the red maximum depth indicator remains at the maximum depth attained in the course of the dive, prevented by a pawl from returning to its original position. The maximum depth indicator can be reset to zero by pressing a push-button next to the pressure converter.

DEPTH GAUGE

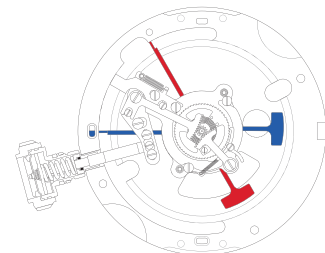
The illustration shows the depth gauge mechanism as seen from the rear



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

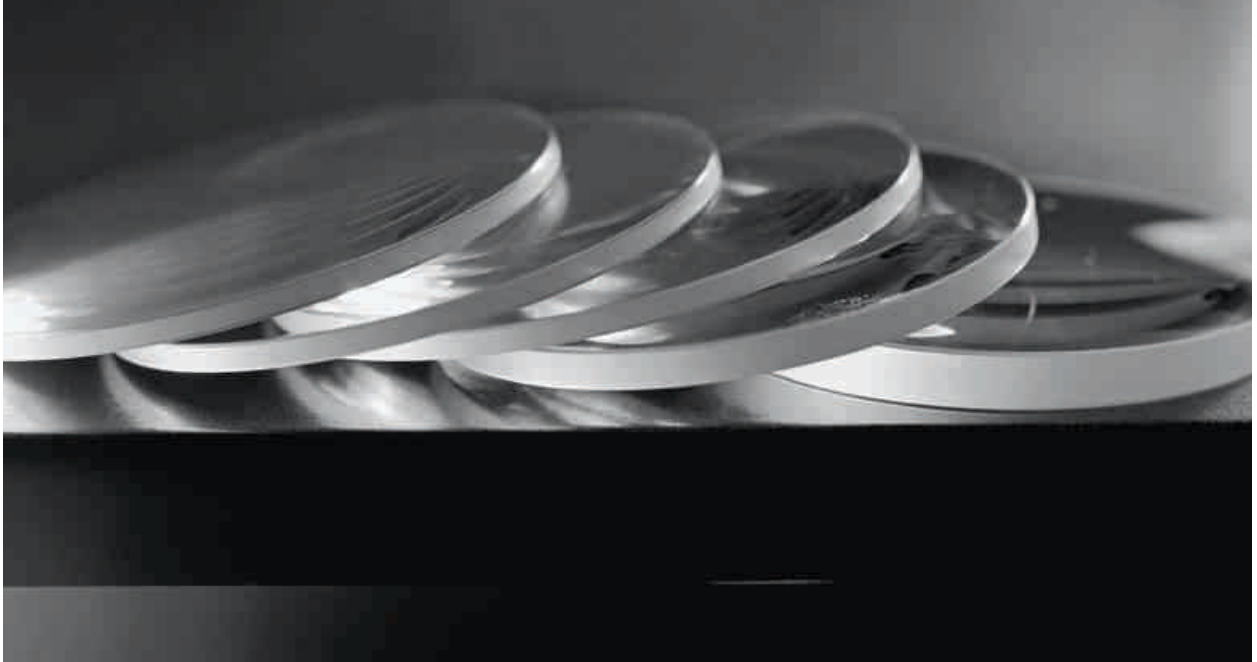


The red indicator shows the maximum dive depth (up to 50 metres) and remains in place



During the ascent, the movements of the blue depth indicator are dictated by current 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 distinctly arched edge (also known as "crossed-out" glasses). The antireflective coating reduces glare and gives the wearer a crystal-clear view of the dial.

IWC BRACELETS



The 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.

The bracelet quick-change system** for the Aquatimer family is also very practical. With this, changing from a steel 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 underside 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 family, the Pilot's Watches and the new Ingenieur Chronograph Racer 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 with the IWC logo at the centre of the cover on the clasp and a gentle tug or push on the bracelet. This is an easy way to compensate for variations in wrist girth and makes the watch more comfortable to wear.



A Formula 1 race car, primarily silver with teal accents, is shown from a low-angle perspective on a racetrack at night. The car features prominent branding for 'PETRONAS' and 'MIG BANK'. The driver's helmet is yellow and blue. In the background, a large, multi-tiered stadium is filled with spectators, illuminated by bright lights. The word 'INGENIEUR' is overlaid in large, white, sans-serif capital letters across the center of the image.

INGENIEUR

NOW THERE'S A NAME FOR VISIONARY TECHNOLOGY: INGENIEUR



The first time the hallmarks of the watch family's design are featured together:
Ingenieur SL, Reference 1832, launched in 1976



IWC and the MERCEDES AMG PETRONAS Formula One™ Team share the same passion for precision technology and performance engineering

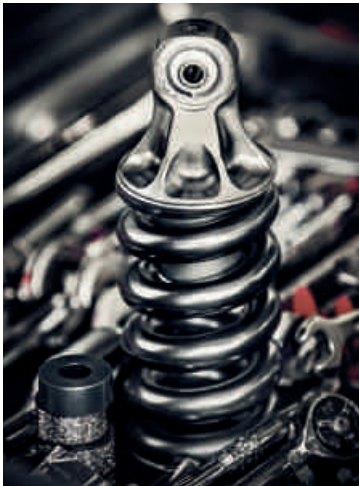
————— In the early 1970s, freelance watch designer Gérald Genta was walking on the shores of Lake Geneva when he spotted a diver, whose helmet was secured to his diving suit with screws. This tiny detail inspired him to adopt a distinctly modernist, technical approach that was to revolutionize watch design. Instead of trying to hide the screws or functional bores, he left them plain for all to see on the bezel. For IWC Schaffhausen Gérald Genta designed the legendary Ingenieur SL, Reference 1832. Five rudimentary bores could be seen in the bezel. These are engaged with a special tool during manufacture to bring the bezel into position so it could be screwed down. The Ingenieur SL was launched in 1976. Its eye-catching design stood for masculine values: it was rugged and sporty with a distinctly technical appeal, and has influenced the appearance of the Ingenieur watches to this day.

The Ingenieur watch family's success story, incidentally, began back in the 1950s. It was an era with a booming economy.

An increasing number of technical appliances were making their way into ordinary households. These generated magnetic fields that adversely affected the accuracy of wristwatches. Engineers, in particular, often worked in areas subject to magnetic fields. By this time, IWC had perfected protection against magnetic fields with the help of a soft-iron inner case including a soft-iron dial to the point that making a new watch line especially for this profession seemed like a good idea. The lightning bolt, a physical symbol for electricity, became the signature for a new watch class named after its main target group: the Ingenieur.

IWC HAS MAINTAINED ONE OF THE LEADING POSITIONS IN TITANIUM SURFACE FINISHING TO THIS DAY

The first Ingenieur, unveiled in 1955, was in several respects a quantum leap for watchmaking. The developers' aim was to make a perfectly protected, high-precision watch, wound solely by movements of the wearer's arm. IWC had already made the leap from hand-wound to automatic movements 4 years previously. However, it was only with the Ingenieur watch that IWC catapulted itself into the vanguard of Swiss manufacturers competing to create the first bidirectional automatic movement. Its winding mechanism (calibres 852 and 8521) was the brainchild of the then Technical Director, Albert Pellaton. The Pellaton system did not convert the movement of the rotor into a rotary movement: it featured an eccentrically shaped cam



In the IWC 80110 calibre, the integrated shock-absorption system fulfils the same function as the suspension in a racing car

and a rocking bar with two pawls that translated it into a bi-directional to-and-fro movement. The concept is unusually efficient and repeated in several watches in the current collection.

In the late 1950s, the movement in the Ingenieur watches was successively improved until, in 1964, it attained the pinnacle of perfection found in the 854 and 8541 calibres. The second Ingenieur generation, recognizable by its new date window, was launched in 1967.

In the 1970s and 1980s, quartz watches reigned supreme on the world's watch markets. IWC used quartz-regulated oscillators to keep time in certain Ingenieur models. A little later, in 1983, the new Ingenieur SL (Reference 3505) was just 10 millimetres high and back on sale with a mechanical automatic movement: the 375 calibre was just under 4 millimetres in thickness. One of its typical features was the diamond pattern on the dial.

In 1985, with the Ingenieur in titanium, Reference 3350, the Schaffhausen-based manufacturer underscored its unparalleled reputation as one of the watch industry's great materials pioneers.

In 1989, IWC presented the Ingenieur Automatic "500,000 A/m", Reference 3508, whose impressive protection against magnetic fields withstood even a magnetic resonance tomograph generating 3.7 million A/m.

In 2005, 50 years after the first IWC Ingenieur, the watch family celebrated a stirring comeback. The Ingenieur Automatic, Reference 3227, assumed the cool, engineering-inspired aura of Gérald Genta's Ingenieur SL. The newly developed IWC-manufactured 80110 calibre with its Pellaton winding system also featured an integrated shock-absorption system to protect it against impacts and vibrations. As a symbol of the new partnership between IWC and Mercedes-AMG, IWC unveiled two Ingenieur models in titanium. They underscored the values



THE NEW INGENIEUR AUTOMATIC CARBON PERFORMANCE WILL APPEAL TO MOTORSPORT ENTHUSIASTS WITH ITS CASE MADE OF CARBON- FIBRE MATTING

shared by the technology specialists in Schaffhausen and Aflalterbach: precision, performance and engineering expertise.

In 2007, the Big Ingenieur's extra-large 51113 calibre, Pellaton winding system and 7-day power reserve created a sensation. For mechanical watch lovers with a penchant for precision, it was also available as a chronograph with a tachymeter display that was practical for calculating speeds.

The new Ingenieur collection for 2013 acknowledges the global partnership between IWC and the MERCEDES AMG PETRONAS Formula One™ Team. Their cooperation is founded on a jointly held conviction that a pioneering approach and skilled craftsmanship can take mechanics into new and unexplored realms.

Every season, the Mercedes engineers create a new, improved version of the Silver Arrow. IWC Schaffhausen emulates that in 2013 with a completely overhauled watch collection. Lovers of mechanical timepieces can look forward to more powerful in-house movements, more material innovations and even more exciting functions.

The technical tour de force of the new season is the Ingenieur Constant-Force Tourbillon with double moon display. A highly efficient example of precision engineering, its outstanding feature is the regularity of its rate. To achieve this, IWC's watchmakers integrated a patented constant-force mechanism in

a tourbillon. Another masterpiece of the art of watchmaking is the quick-action switch found in the Ingenieur Perpetual Calendar Digital Date-Month, which moves up to five display discs simultaneously. Its case is made of titanium aluminide, another compound used in Formula One.

Other materials frequently found in modern, high-tech racing cars, such as carbon, ceramic and titanium, have established themselves as typical new design features of the Ingenieur watch family alongside the five characteristic ceramic screw heads in the bezel. The screws secure the bezel to the case and are a reinterpretation of Gérald Genta's original design cues. The newly designed line includes the Ingenieur Automatic Carbon Performance with a case and dial made of carbon fibres, as well as the Ingenieur Automatic AMG Black Series Ceramic. The Ingenieur Double Chronograph Titanium, featuring a split-seconds function, and the Ingenieur Dual Time Titanium, which shows a second local time, both come in a titanium case.

The classic Ingenieur line in the tradition of the 1976 Ingenieur SL and the Ingenieur Automatic of 2005 is still instantly recognizable from the stainless-steel cases and the five distinctive drill holes in the bezel. Technically speaking, and depending on the model in question, the roots go back all the way to the



During a pit stop, every single action must be spot on. Tenths of a second can spell the difference between victory and defeat

original Ingenieur of 1955 with Pellaton winding, a shock-absorption system and magnetic field protection.

The Ingenieur Chronograph Racer and the Ingenieur Chronograph Silberpfeil are perfect for recording stopped times, lap times and the speed achieved over a measured distance. While the Ingenieur Chronograph Racer is decorated with the engraving of a modern Formula One vehicle, the engraving on the back of the Silberpfeil celebrates the historic racing car of the same name made by Mercedes-Benz.

With a case measuring 10 millimetres in height and 40 millimetres in diameter, the Ingenieur Automatic is particularly well suited to a more slender wrist. Thanks to its three hands and stainless-steel case with distinctive bores in the bezel, this elegant watch clearly reflects the genetic code of the Ingenieur watch family. Its protection against magnetic fields refers to the technical tradition of this watch line.

There is a surprise this year in the form of a new rubber strap with a textile or leather inlay. This solution is an inspired way of combining the desired “look” of the outer material with the comfort and durability of rubber.

The new Ingenieur collection will doubtless appeal equally to admirers of top-quality in-house watch movements as to motorsport fans who love nothing more than the scream of a V8 engine.



Finding the ideal line calls for absolute precision and perfect timing





10 15 20 25 30 35 40 45 50 55 60

IWC
SCHAFFHAUSEN

INGENIEUR

SWISS MADE

25

A POWERFUL DRIVE TO DELIVER HIGHER TORQUE

With the spectacular Ingenieur Constant-Force Tourbillon in its platinum and ceramic case, IWC still leads the field in the Constructors' Championship of haute horlogerie. This precision machine's patented constant-force mechanism is integrated in a tourbillon and ensures that the amplitude of the balance remains almost constant. It guarantees an extremely precise rate over a period of at least 48 hours. The newly developed 94800-calibre basic movement features two barrels that provide the energy for the higher torque required to drive the constant-force tourbillon. It also provides the moon phase module with the necessary power.

The double moon display depicts the surface of the earth's only natural satellite so realistically that even tiny craters can be recognized. The countdown scale shows the number of days remaining until the next full moon. The power reserve display between "4" and "5 o'clock" indicates the energy remaining in the mainspring. The design on the movement side, visible through the transparent sapphire-glass back, was inspired by a sports car's engine block. Perforations provide a clear view of the intermeshing gears: performance engineering for purists.



INGENIEUR CONSTANT-FORCE TOURBILLON

REFERENCE 5900



REF. IW590001

in platinum and ceramic with
black alligator leather strap

Mechanical movement · Hand-wound · 96-hour power reserve when fully wound · Power reserve display · Perpetual moon phase display · Double moon phases for the northern and southern hemispheres · Countdown display showing phases until next full moon · Tourbillon with integrated constant-force mechanism · Screw-in crown · Sapphire glass, flat, antireflective coating on both sides · See-through sapphire-glass back · Water-resistant 12 bar · Case height 14 mm · Diameter 46 mm

TITANIUM MEETS ALUMINIUM

With the Ingenieur Perpetual Calendar Digital Date-Month, IWC presents its first watch case made of titanium aluminide and reaffirms its reputation as the materials pioneer in the watchmaking industry. Titanium aluminide is used widely in motorsport: the alloy is lighter and more robust than pure titanium. The black parts of the case are made of zirconium oxide, yet another material typically used in Formula One. Modern racing cars have a boost button designed to provide maximum thrust when needed. In the case of the perpetual calendar with its digital date and leap year display, this job is handled by IWC's revolutionary quick-action switch.

Every night, when the date changes, this sophisticated mechanism siphons off a little energy, stores it and then discharges it precisely at the end of the month to rotate the display discs. At the end of the year, no fewer than five display discs need to be advanced synchronously. On New Year's Eve, thanks to the three semi-transparent totalizers, the entire dial is set in motion. It is a spectacle of technical brilliance that no one who appreciates complex mechanical systems will want to miss. The transparent sapphire-glass back provides an unimpeded view of the IWC-manufactured 89802 calibre, whose rotor resembles the spokes on a light alloy wheel rim.



INGENIEUR PERPETUAL CALENDAR DIGITAL DATE-MONTH

REFERENCE 3792



REF. IW379201

in titanium aluminide with black
rubber strap and textile inlay

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, flat, antireflective coating on both sides · See-through sapphire-glass back · Water-resistant 12 bar · Case height 17 mm · Diameter 46 mm

A CASE MADE OF HIGH-TECH FIBRE

————— To mark its current cooperation with the MERCEDES AMG PETRONAS Formula One™ Team IWC presents a big new high-tech model with a carbon-fibre case: the Ingenieur Automatic Carbon Performance. The middle section of the case, which is held together by five screws, is manufactured using the same principle as the monocoque of a racing car: the fibre matting is soaked in epoxy resin and shaped to the desired form before being baked at high temperature and pressure. The resin is cured in the meantime. The dial too is made of carbon fibre. It goes perfectly with the authentic Formula One look and gives the watch a profiled, three-dimensional surface. Carbon is only one-fifth the weight of steel, but does not have its resistance to impacts or scratching. For

other parts of the case, IWC designers also took inspiration from the materials used in motorsport's leading discipline. Ceramic for the screw heads, the crown and crown protection, titanium for the screws and case-back ring, and rubber for the strap with textile inlay. The strap is stitched with a signal yellow or red nylon thread reminiscent of the yellow stripes on the outer walls of the soft slicks and the red stripes found on the super-soft slicks. Thanks to its integrated shock-absorption system, the IWC-manufactured 80110-calibre movement is unaffected by extreme acceleration as well as sharp braking manoeuvres and vibrations, making it the perfect watch for racing drivers. Perfectly in keeping with the design of the rotor, which is shaped like pistons.



INGENIEUR AUTOMATIC CARBON PERFORMANCE

REFERENCE 3224



REF. IW322401
in carbon with black rubber
strap and textile inlay



REF. IW322402
in carbon with black rubber
strap and textile inlay

Limited edition of 100 watches each, once with yellow and once with red nylon threads · 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 · 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 46 mm

HIGH TECHNOLOGY AND CRAFTSMANSHIP

————— The new Ingenieur Automatic AMG Black Series Ceramic packs the same outstanding features as an AMG Mercedes: exclusiveness and high performance, combined with everyday practicality, reliability and quality. As a tribute to its namesake, the designers of the Ingenieur Automatic AMG Black Series Ceramic, Reference 3225, have used the colour black to its best and most elegant advantage. Some of the surfaces have a high-gloss, piano lacquer-like finish, while some are silky matt. This intriguing interplay makes the timepiece, which is also available with a brown dial, a conspicuous eye-catcher. The case, which is water-resistant to 12 bar, the bezel, the case-back ring, the crown and its solid

protective shoulders are all made of black zirconium oxide inspired by the high-performance ceramic disc brakes found in premium AMG vehicles. The striking screws in the bezel firmly secure the front glass, case and sapphire-glass back and are an unmistakable reference to the technical design cues of Gérald Genta's legendary Ingenieur SL. The watch is equipped with the in-house 80110 calibre, which has an integrated shock-absorption system and is one of the most rugged movements made by IWC. A glance through the transparent sapphire-glass back reveals a precision, high-performance mechanism with a blackened rotor.



INGENIEUR AUTOMATIC AMG BLACK SERIES CERAMIC

REFERENCE 3225



REF. IW322503
in ceramic with black rubber
strap and textile inlay



REF. IW322504
in ceramic with black
rubber strap and brown calfskin inlay

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 · 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 46 mm

A DOUBLE CHAMPION IN TITANIUM

————— In Formula One, lap times provide important information about various technical parameters and the progress of a race. During qualifying, the driver with the fastest lap time is awarded pole position. So it was clear that the new Ingenieur collection, which was deeply influenced by the cooperation between IWC and MERCEDES AMG PETRONAS, should feature a double chronograph. The split-seconds hand can be stopped to record intermediate times while the stopwatch hand continues to run. If the push-button at “10 o’clock” is pressed a second time, the split-seconds and stopwatch hands are resynchronized. This allows the user to record

as many lap times as he chooses. For the Ingenieur Double Chronograph Titanium with the new 79420 calibre, IWC’s designers took their inspiration from materials typically used in Formula One: the casing ring is made of titanium and the striking screw heads in the bezel are made of ceramic. The crown, the crown protection and the push-buttons are lavishly coated with black rubber. The totalizers, which closely resemble tachometers, give the watch a consistent, instrument-inspired look. The watch is available with a silver-plated or black dial and normally worn with a black rubber strap.



INGENIEUR DOUBLE CHRONOGRAPH TITANIUM

REFERENCE 3865



REF. IW386501
in titanium with black
rubber strap



REF. IW386503
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

AT HOME AROUND THE WORLD

Melbourne, Abu Dhabi, Monza, São Paulo, Kuala Lumpur: 20 times a year, the international Formula One cavalcade moves from one racing circuit to the next, at locations all over the planet. The new Ingenieur Dual Time Titanium takes the hard work out of keeping on track while moving from one time zone to another by showing a second local time of the wearer's choice. This way, people who move rapidly from one continent or time zone to the next and who communicate worldwide will always stay on top of things. On the dial, we see

current local time. This can be advanced or moved back in one-hour steps via the rubber-coated crown, even beyond the International Date Line. The hand with the white triangle indicates the second time on the outer 24-hour ring, meaning that the wearer's home time or the local time of a business partner are always visible. To make it easier to differentiate between day and night, the top half, from 6 p.m. to 6 a.m., is darker than the lower half. The Ingenieur Dual Time Titanium is available with a black rubber strap.



The Ingenieur Dual Time Titanium helps the crew that moves rapidly from one time zone to another to keep track of the time in their home country

INGENIEUR DUAL TIME TITANIUM

REFERENCE 3264



REF. IW326403
in titanium with black
rubber strap

Mechanical movement · Self-winding · 42-hour power reserve when fully wound · Hour hand adjustable in one-hour steps (TZC = Time Zone Corrector) · 24-hour display (second local time) · Date display · Central hacking seconds · Screw-in crown · Sapphire glass, flat, antireflective coating on both sides · Water-resistant 12 bar · Case height 13 mm · Diameter 45 mm



IN ITS ELEMENT ON THE CIRCUIT

————— In 2013 IWC Schaffhausen embarks on the Formula One season as the Official Engineering Partner of the MERCEDES AMG PETRONAS Formula One™ Team. The designers, technicians and engineers on both sides share a common passion for precision and performance engineering. To mark this cooperation, IWC rolls out the Ingenieur Chronograph Racer in stainless steel with an engraving of a Formula One racing car on the case back. The rugged timepiece has been equipped with one of the most efficient movements manufactured entirely by IWC, the 89361 calibre. It displays stopped times in hours and minutes on a totalizer, while times up to one minute are measured by the central stopwatch hand.

It also features a tachymeter scale that shows the average speed covered over a distance of 1,000 metres. Thanks to the flyback function, pressing the reset button brings the stopwatch hand back to zero and immediately restarts timing, making it perfect for recording pit-stop times. The chronograph is available with a slate-coloured dial and black totalizers or a silver-plated dial with silver-plated totalizers and blue hands. The red “60” in the chapter ring was inspired by the digital display on the steering wheel of the MERCEDES AMG PETRONAS racing car. Both watches are available with a black rubber strap and textile inlay, as well as a stainless-steel bracelet.

INGENIEUR CHRONOGRAPH RACER

REFERENCE 3785



REF. IW378507
in stainless steel with black
rubber strap and textile inlay

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 · Water-resistant 12 bar · Case height 14.5 mm · Diameter 45 mm

INGENIEUR CHRONOGRAPH RACER

REFERENCE 3785



REF. IW378509
in stainless steel with black
rubber strap and textile inlay

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 · Water-resistant 12 bar · Case height 14.5 mm · Diameter 45 mm

INGENIEUR CHRONOGRAPH RACER

REFERENCE 3785



REF. IW378508
in stainless steel with
stainless-steel bracelet



REF. IW378510
in stainless steel with
stainless-steel bracelet

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 · Water-resistant 12 bar · Case height 14.5 mm · Diameter 45 mm

HOMAGE TO A LEGEND

With the new Ingenieur Chronograph Silberpfeil, IWC has breathed fresh life into the legend of the historic Mercedes-Benz racing car. One characteristic feature is the dial with its circular graining in silver or brown. This is a tribute to the mythical status of the Silver Arrow W25, whose dashboard had a steel surround with circular-grain decoration. The efficient double-pawl winding in the IWC-manufactured 89361 calibre is one of the most outstanding achievements of haute horlogerie currently on offer. The upper totalizer makes it possible to read off stopped hours and minutes as simply as the time on a subdial. Stopped times up to one minute are measured by the central seconds hand. Used in combination with the tachymeter scale, this provides the speed at which

a reference distance of 1,000 metres has been completed. Another very practical feature for anyone who frequents the world's racing circuits is the flyback function for measuring pit-stop times. The chronograph features a black rubber strap with a calfskin inlay. This, too, was inspired by the world of motorsport in the 1930s, when thick leather belts were omnipresent on motorcar bonnets. An attractive engraving of a stylized Silver Arrow racing car can be found on the case back. Between 1934 and 1939, Mercedes-Benz chalked up countless Grands Prix and other championship victories with its Silver Arrows. Both dial versions are available in limited editions of 1,000 watches.



INGENIEUR CHRONOGRAPH SILBERPFEIL

REFERENCE 3785



REF. IW378505
in stainless steel with black
rubber strap and brown calfskin inlay

Limited edition of 1,000 watches · 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 · Water-resistant 12 bar · Case height 14.5 mm · Diameter 45 mm



INGENIEUR CHRONOGRAPH SILBERPFEIL

REFERENCE 3785



REF. IW378511
in stainless steel with black
rubber strap and brown calfskin inlay

Limited edition of 1,000 watches · 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 · Water-resistant 12 bar · Case height 14.5 mm · Diameter 45 mm



CLASSIC MEMBERS OF THE WATCH FAMILY

————— With the moderate dimensions of the case, the Ingenieur Automatic in stainless steel is well suited to a slimmer wrist. Despite its relatively modest height of 10 millimetres, the watch still comes with a soft-iron inner cage for maximum protection against magnetic fields and water-resistance to 12 bar. The Ingenieur Automatic models consistently reflect the design cues of this traditional watch family. The main reason for this is the equally elegant and functional design of a watch with its three hands. The conspicuous bores in the bezel were the brainchild of watch designer Gérald Genta. In the case of the legendary Ingenieur SL unveiled in 1976, he

placed the five functional holes directly on the bezel. Originally, they served to hold it in position. Since then, the bores and/or screw heads together with the stylized bolt of lightning have become the hallmarks of the Ingenieur family. Like the solid metal hands, the rugged-looking crown protection underscores the impression that you are dealing here with a genuine strongbox. The classic Ingenieur is supplied with a silver-plated or black dial. The model with a silver-plated dial has rhodium- or rose-gold-plated hands and appliques, while the rhodium-plated hands and appliques attractively contrast with the black dial.

INGENIEUR AUTOMATIC

REFERENCE 3239



REF. IW323906
in stainless steel with
stainless-steel bracelet



REF. IW323904
in stainless steel with
stainless-steel bracelet



REF. IW323902
in stainless steel with
stainless-steel bracelet

Mechanical movement · Self-winding · 42-hour power reserve when fully wound · Date display with crown-activated rapid advance · Central hacking seconds · Screw-in crown · Soft-iron inner case for protection against magnetic fields · Sapphire glass, flat, antireflective coating on both sides · Water-resistant 12 bar · Case height 10 mm · Diameter 40 mm





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 grams, 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 hands.

This instrument look was the inspiration for IWC's design of the Mark 11 with its hand-wound 89 calibre, 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

THE PILOT BRIEFLY UNDERGOES THE EQUIVALENT OF UP TO NINE TIMES THE ACCELERATION OF GRAVITY

and a date display – succeeded the Mark 11. That same year, with the unveiling of the Pilot's Watch Chronograph Ceramic, IWC established 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 paid 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 kilograms. 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



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

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 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.



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

THE BIG PILOT'S WATCH TOP GUN COMBINES THE INSTRUMENT LOOK OF ITS 1940S PREDECESSOR WITH 21ST-CENTURY TECHNOLOGY

The 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.

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. Compared with its predecessor, the Mark XVI, the Pilot's Watch Mark XVII is 2 millimetres larger at 41 millimetres. With its red design features, which were introduced in 2012, 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 Pilot's Watch Worldtimer follows on from the success of the UTC Pilot 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 fine-adjustment clasp, which was developed in 2012. Both the pin buckle and folding clasp are slightly bolder, in order to match the larger case diameter.



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





TRADITION REINTERPRETED

————— The 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 IWC-manu-

factured 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.



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 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.



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.



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, in 2012 the Big Pilot's Watch was catapulted into the age of the supersonic jets. 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 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.

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

PRECISE COCKPIT INSTRUMENTATION

————— 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 rem-

iniscent 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.



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





BIG PREMIERE FOR THE SPITFIRE



————— The digital display of the Spitfire Perpetual Calendar Digital Date-Month shows the date and month in large numerals and was inspired by cockpit instrumentation like the altimeter. The 4-year 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 sunpattern 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. IW379105

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 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 highly polished 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. In 2012, the Spitfire Chronograph was equipped for the first time with the IWC-manufactured 89365 calibre. 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 stainless-steel bracelet with a fine-adjustment clasp that was developed in 2012 and permits the length to be changed as required.



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



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A CLASSIC ORIGINAL

————— 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 di-

minishing 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, which was introduced in 2012, is more striking and commensurate 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 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 hand at any time and to synchronize it again with the chronograph seconds hand, making 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.



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 stainless-steel bracelet and a fine-adjustment clasp, which was developed in 2012 and 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.

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 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.



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 function · 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 the instrument look in a cockpit: 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.



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

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.



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. IW 325519

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

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, writer 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."



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



A large brown iguana is perched on a dark, jagged rock formation on the left side of the frame. The iguana is facing right, looking out over a vast, turbulent ocean. The water is a deep blue-grey color, with white foam from waves crashing against the rocks in the foreground and middle ground. The sky is filled with heavy, grey clouds, suggesting an overcast or stormy day. The overall mood is dramatic and wild.

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 fragile 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, 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

THE CHARLES DARWIN FOUNDATION, ESTABLISHED IN 1959, IS CONDUCTING A BRAVE CAMPAIGN TO KEEP THE FRAGILE ECOSYSTEM ALIVE

considerable sum to ensure that CDF can continue its important work.

The involvement of IWC Schaffhausen in the exploration and protection of the fragile underwater world has a long-standing tradition: indeed, the company’s connection with scuba-diving goes back to the 1960s. It was the sport’s growing popularity



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

THE INVENTIVE SPIRIT OF IWC'S ENGINEERS THEN LED TO THE GST DEEP ONE IN 1999 – THE FIRST IWC WATCH WITH A MECHANICAL DEPTH GAUGE

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.

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 gloves and clicks securely into place. Thanks to the bracelet 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 45).

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 42). 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.





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ACT DEPTH
MAX DEPTH

IWC
SCHAFFHAUSEN

AQUATIMER
DEEP TWO

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15 12 9 6 3 0



AN ELEGANT WAY TO TAKE THE PLUNGE

With the Aquatimer Chronograph in 18-carat red gold on his wrist, a man can change from a diving suit directly into a dinner jacket. The imposing case with its chunky external rotating bezel is an attention-grabber on land, while the ultra-strong luminescent coating under the sapphire-glass ring guarantees optimum legibility – and admiring glances – under water. The red colour accents underscore the sporty character of a diver's watch tested to pressures of 12 bar. Thanks to the flyback function, the chronograph can be stopped, reset and

restarted, all at the touch of a button. Stopped hours and minutes are displayed on a subdial. The 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.

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 quick-change 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 quick-change 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 environmentally 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.



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 quick-change system** (cf. Technical details) · Case height 15 mm · Diameter 44 mm

PERFECT TIMING FOR DEEP-SEA DIVERS



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

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

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 42 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.



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





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 Swiss Watch Show in Basel 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, 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 its power reserve dis-

**THE FIRST PORTUGUESE OF
1939 ESTABLISHED
AN IWC WATCH FAMILY
WHOSE COMPLEX
MECHANICS ARE A SOURCE
OF PLEASURE TO
WATCH ENTHUSIASTS ALL
OVER THE WORLD**



Classical navigation using charts, dividers and a compass is part of the traditional skills any skipper should still master

play 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



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

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 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 the 2013/2014 Annual Edition, the spectacular Portuguese Sidérale Scafusia, one of the world’s most exclusive and complicated mechanical wristwatches, is presented by IWC for the first time. A real jewel for enthusiasts of astronomical timepieces, as its night-sky disk can individually calculate the position of over 500 stars and constellations and display them precisely. The new Portuguese Chronograph Classic, Reference 3904, is slightly more striking in appearance than Reference 3714. The dial of the Portuguese Tourbillon Hand-Wound has also been modified. The two new models feature an arched-edge front glass, a transparent sapphire-glass back and a top-quality alligator leather strap by Santoni.





AN ASTROLABE FOR THE WRIST

————— The Portuguese Sidérale Scafusia is the most exclusive and complicated mechanical watch ever made by IWC. It took the project team at IWC Schaffhausen 10 years to develop and build this spectacular masterpiece. The dial, in the style of a classic Portuguese, features a constant-force tourbillon (cf. page 31) together with displays for the 96-hour power reserve and sidereal time. This deviates from normal solar time by just under four minutes each day and, among other things, is needed if we wish to find the same star each night in the same position. The reverse side of the Portuguese Sidérale Scafusia is a fabulous astrolabe calculated precise-

ly to reflect the owner's wishes. From a previously defined location, the rotating night-sky disc shows more than 500 stars and constellations with such detail and precision that it would quicken the pulse of any astronomer. Making the necessary allowances for summer time and winter time, the watch also displays the times of sunrise and sunset, sidereal time and a perpetual calendar with the leap years. In view of the enormous amount of work involved and the more than 200 individual configurations possible, only a few watches are produced each year.



The sky has fascinated us ever since we can remember – hardly anyone can escape the stars' magical spell

PORTUGUESE SIDÉRALE SCAFUSIA

REFERENCE 5041



REF. IW504101
in platinum with black
alligator leather strap

Case in platinum, 18-carat white gold or 18-carat red gold · Mechanical movement · Hand-wound · 2 barrels · Breguet spring · 96-hour power reserve when fully wound · Power reserve display at 4.30 · Constant-force tourbillon and small seconds at 9 o'clock · Sidereal time at 12 o'clock · On the reverse side: perpetual calendar with leap year display and absolute day of the year, star chart showing horizon, ecliptic and celestial equator, solar time, sidereal time, sunrise and sunset together with displays for day, night and twilight · Sapphire glass, convex, antireflective coating on both sides · Case height 17.5 mm · Diameter 46 mm





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 repeating 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.



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 signs even back then. In the Portuguese Minute Repeater, depressing the repeating 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 double strikes, 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.

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

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 centre-piece of the entire dial. The retrograde date display is not only an original complication but also makes a good deal

of sense, because a conventional date disc would conceal the tourbillon. After the 31st of the month, it automatically jumps back to the 1st; in shorter months, the hand can be directly 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



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

————— In the Portuguese Tourbillon Hand-Wound, the “whirlwind” – as the word *tourbillon* 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 invariably attracts rapt attention from watch lovers. The tourbillon rotates around its own axis once every 60 seconds to counteract the pull of gravity on any disequilibrium in the balance wheel that would adversely affect the watch’s rate and accuracy. A new feature this year is the arched-edge front glass, which gives the watch a more classical and balanced appearance and optically reduces its height. The dial was chosen to match the case: slate-coloured for the white

gold version and silver-plated for the model in 18-carat red gold. The IWC-manufactured 98900-calibre movement with its intricately decorated nickel-silver three-quarter bridge can be admired through the transparent sapphire-glass back. 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. The Portuguese Tourbillon Hand-Wound comes with a dark brown Santoni alligator leather strap.

PORTUGUESE TOURBILLON HAND-WOUND

REFERENCE 5463



REF. IW546301

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



REF. IW546302

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

Mechanical movement · Hand-wound · 54-hour power reserve when fully wound · Power reserve display on reverse side · Date display · Flying minute tourbillon at 9 o'clock · 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 43 mm · Alligator leather strap by Santoni

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.



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 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

PORTUGUESE PERPETUAL CALENDAR

REFERENCE 5023



REF. IW502306

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 · 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

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 1970s, an ocean-going watch so excellent and exclusive 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 a quarter-second scale 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 18-carat red gold with a slate-coloured dial and black counters. It is supplied with a rubber strap, making it the perfect companion for water sports of all kinds.



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

PORTUGUESE YACHT CLUB CHRONOGRAPH

REFERENCE 3902



REF. IW390211

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

A REINTERPRETATION OF A CLASSIC TIMEPIECE

————— You could call the new chronograph in the Portuguese family the big brother of the Reference 3714. The model is slightly larger in diameter and 2 millimetres higher, although the latter makes little difference optically because of the arched-edge front glass. This traditional type of glass gives the design a classic balance that is enhanced by the railway-track-style chapter ring, which also gave the original Portuguese its distinctive appearance. The new Portuguese Chronograph Classic is equipped with the IWC-manufactured

89361 calibre. The movement was developed specially to show stopped times up to 12 hours on a separate subdial, which can be read off like the time of day. The Reference 3904 is available in 18-carat red gold or stainless steel with either a silver-plated or slate-coloured dial. The rotor, decorated with Geneva stripes, can be seen through the transparent sapphire-glass back. All models are supplied with a Santoni strap made of alligator leather.



PORTUGUESE CHRONOGRAPH CLASSIC

REFERENCE 3904



REF. IW390402
in 18-carat red gold with brown
alligator leather strap



REF. IW390405
in 18-carat red gold with black
alligator leather strap



BACK VIEW
for both references

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 · Sapphire glass, arched edge, antireflective coating on both sides · See-through sapphire-glass back · Water-resistant 3 bar · Case height 14.5 mm · Diameter 42 mm · Alligator leather strap by Santoni

PORTUGUESE CHRONOGRAPH CLASSIC

REFERENCE 3904



REF. IW390404
in stainless steel with black
alligator leather strap



REF. IW390403
in stainless steel with black
alligator leather 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 · Sapphire glass, arched edge, antireflective coating on both sides · See-through sapphire-glass back · Water-resistant 3 bar · Case height 14.5 mm · Diameter 42 mm · Alligator leather strap by Santoni





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 auto-

matic 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 indices: 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.

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

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. 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 stopped time provide a colourful highlight to the silver-plated dial.



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

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. 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

Over 70 years ago, engineers of the Schaffhausen-based company 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 IWC 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 to-

talizers 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

PORTUGUESE HAND-WOUND

REFERENCE 5454



REF. IW545408
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

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 and Mercedes-Benz, for whom it is a means of discharging their corporate social responsibility.

The Laureus Sport for Good Foundation currently supports over 100 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 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.

One of the numerous charitable organizations supported by the Laureus Sport for Good Foundation, 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 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



For years, the Chairman of the Laureus World Sports Academy, Edwin Moses, has fought for the improvement of living conditions of young people. As a former top athlete, he knows all about the power of sport as a vehicle to support children in their personal development



Since 2003 the Virreyes Hockey project in Argentina has worked to promote the social integration of disadvantaged girls and young women and help them lead independent lives. In 2010, the project was visited by Laureus Academy members Daley Thompson and Hugo Porta as well as the field hockey player María Cecilia Rognoni

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.

Over the past decade, living conditions in some urban areas around Buenos Aires have worsened dramatically. A lack of jobs, combined with violence, drugs and criminality, has weakened family unity. The Virreyes Hockey project was established in 2003 to foster the development of disadvantaged girls and

young women through sport in order to ease their integration into society. They tend to be particularly affected by poverty, ill health and a lack of education. By getting together regularly to play hockey, they learn important values such as mutual respect, tolerance and responsibility. If they can succeed in changing their attitudes and personal behaviour, they will have a better chance of influencing the course of their own lives. Their families and communities also benefit. The Fundación Laureus Argentina supports the project in a number of ways, including the provision of sport equipment, organizing events and paying the salaries of the social workers involved.

THE LAUREUS SPORT FOR GOOD FOUNDATION CURRENTLY SUPPORTS OVER 100 PROJECTS AROUND THE GLOBE

Sport helps to break down barriers. This is why the Laureus Foundation supports the Swiss project Blindspot Metro, which was introduced to bring together children and young people with and without handicaps. Apart from the blind and partially sighted, participants include children with hearing impairments, physical and cognitive disabilities or social abnormalities. The aim is to make it easy for children and young people to discover new and exciting forms of sport. The act of enjoying and experiencing them together helps young people to lose their fear of contact, builds friendships and encourages a sense of social belonging.

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 Hakkini Hasanga Sandumal De Silva, the winner of this year's Laureus Sport for Good Foundation children's drawing competition.



The Swiss Laureus project Blindspot Metro organizes workshops for children and young people with and without handicaps. Here, participants in a sound workshop with musician and Laureus ambassador Baschi rehearse a song

BLUE IS THE COLOUR OF HOPE



Directly after the catastrophic flooding, the Seenigama Sport for Life project mainly took care of people's health and rebuilding the infrastructure in affected areas. Today, the focus is firmly on effecting social change through the positive influence of sport

————— The latest IWC “Laureus Sport for Good Foundation” special edition is already the seventh in the series. And, once again, the colour of hope for disadvantaged children is blue: the unmistakable Laureus blue found on the dial of the Portuguese Yacht Club Chronograph. Water-resistant to 6 bar, the watch is fitted with the rugged IWC-manufactured 89361 calibre and features a flyback function, an additional flange with a quarter-second scale for measuring periods of time up to a minute and an analogue display in a subdial for keeping track of times longer than a minute.

In 2012, in keeping with a revered tradition, IWC Schaffhausen organized another children's drawing competition throughout

all the Laureus Sport for Good Foundation projects worldwide. The subject of this year's competition, “Time to move”, encouraged many children and adolescents from all over the world to submit entries. The jury chose the drawing by 12-year-old Hakkini Hasanga Sandumal De Silva from Sri Lanka. His picture shows a runner crossing the line and throwing up his arms in jubilation. 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.

PORTUGUESE YACHT CLUB CHRONOGRAPH EDITION “LAUREUS SPORT FOR GOOD FOUNDATION”

REFERENCE 3902



REF. IW390213
in stainless steel with black
rubber strap

Limited edition of 1,000 watches in stainless steel · 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 · Special back engraving · Water-resistant 6 bar · Case height 14.5 mm · Diameter 45.4 mm



PORTOFINO

A scenic view of the coastal town of Portofino, Italy. The foreground shows a stone wall overlooking the water. On the left, colorful buildings are built on a hillside. In the middle ground, a harbor with several boats is visible. In the background, there are mountains under a cloudy sky. The word "PORTOFINO" is overlaid in white text in the center.

THE TIMELESS APPEAL OF THE MEDITERRANEAN LIFESTYLE



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



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

————— “I found my love in Portofino” is the first line 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 underlined by the presence of actresses such as Sophia Loren, Gina Lollo-

brigida 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 1980s, the market was dominated by mass-produced quartz watches and 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.

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

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 the 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 scaled 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.



The scene is set for an inspired photo shoot in Portofino





ELEGANCE WITH POWER FOR 192 HOURS

There are moments you look forward to all week long and, since 2011, 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 beats per hour 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 or silver-plated dial and solid gold indices or in a stainless-steel case with a silver-plated, black or – for the first time this year – blue dial with gold- or rhodium-plated indices. All models have a transparent sapphire-glass back and alligator leather straps by Santoni.



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

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



REF. IW510102
in stainless steel with dark 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

PORTOFINO HAND-WOUND EIGHT DAYS

REFERENCE 5101



REF. IW510106
in stainless steel with black
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

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 Milanaise mesh bracelets that underline the timeless character of the Portofino Chronograph.

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 Milanaise
mesh bracelet in stainless steel



REF. IW391010
in stainless steel with Milanaise
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 · Milanaise 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. In 2011, for the first time ever, the Portofino Automatic featured a modern 40-millimetre case and the evenly rounded sides made 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 Milanaise 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.



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



BACK VIEW

for both References

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

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

PORTOFINO AUTOMATIC

REFERENZ 3565



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



An aerial photograph of Florence, Italy, taken from an elevated position. The city's dense urban landscape is visible, with the prominent red-tiled dome of the Florence Cathedral (Duomo) and the tall, white Giotto's Campanile tower on the left. The city is set against a backdrop of rolling green hills. The sky is filled with large, dark, dramatic clouds, with a bright, golden light breaking through near the horizon, creating a high-contrast, atmospheric scene. The text "DA VINCI" is superimposed in the center of the image.

DA VINCI

FROM VINCI TO SCHAFFHAUSEN - A JOURNEY THROUGH TIME



The famous Da Vinci Reference 3750 in stainless steel – the first chronograph by IWC
with a completely mechanically programmed perpetual calendar

Some 561 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

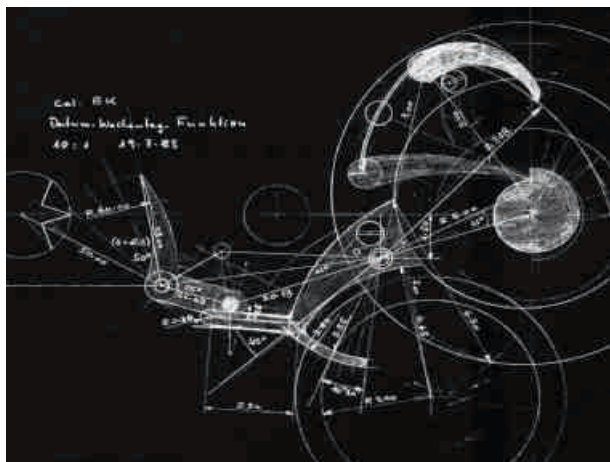
IWC PRESENTS A MASTERPIECE OF HAUTE HORLOGERIE: THE DA VINCI, WITH A PERPETUAL CALENDAR THAT IS MECHANICALLY PROGRAMMED THROUGHOUT

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 have first been developed for use in a Da Vinci, including the revolutionary Beta 21 series quartz movement for wrist-watches, 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.



This perpetual calendar's century slide only expires on 31 December 2299



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

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.

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 hand. 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-within-a-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. This development 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 high-tech ceramic (material: zirconium oxide) and titanium which is polished or satin-finished.



The IWC-manufactured 89800 calibre displays date, month and leap year in numerals



DA VINCI

DATE

MONTH

IWC
SCHAFFHAUSEN

LEAP YEAR

PERPETUAL CALENDAR
SWISS MADE



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 accumu-

lated 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.



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 × 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.

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 × 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

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 × 51 mm

DA VINCI CHRONOGRAPH

REFERENCE 3764



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 × 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 × 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. The stainless-steel version with a high-contrast black dial offers excellent readability. With its 30130-calibre automatic movement, the Da Vinci Automatic is the perfect companion for any occasion.



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 × 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 × 42.5 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. Since 1868, this unusual geographical location has fostered IWC's philosophy. The manufacturer on the bank of the Rhine makes precision timepieces of lasting value, with a clear focus on technology and development. The company has made its name internationally through a passion for innovative solutions and technical inventiveness. As one of the world's leading premium brands in the luxury watch segment, IWC creates masterpieces of haute horlogerie, which combine engineering and precision with exclusive design. 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 be-

hind complications like the minute repeater, the power reserve, the tourbillon and the perpetual calendar. For the designers and construction specialists at IWC, the claim to excellence, "Probus Scafusia" – "Craftsmanship made in Schaffhausen", which was first formulated in 1903, is not only an enormous challenge, it is also their great passion.

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 showpiece of meticulous workmanship, functionality and design; each an outstanding example of the art of watchmaking at its very best.



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



A whole team of specialists is involved in the development of a new watch:
engineers, watchmakers, technicians and designers

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 specialists, 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 specialists and designers will take their inspiration from old drawings. Ultimately, it is respect for the watchmaking pioneers of the past that guarantees continuity at the Schaffhausen-based company.

QUALITY MANAGEMENT

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 material 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, while sophisticated software calculates exactly what stresses a part will tolerate.

Details such as wheels, shafts, tooth profiles or the dimensions of springs are examined for potential sources of error from the earliest phases of development. IWC calls this process failure mode and effects analysis (FMEA). The developers draw on experience from earlier projects, feedback from the market and suggestions about ways of making the watches more service-friendly. The result is an IWC watch that 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



Crown and push-button testing stand: the chronograph mechanism is operated 10,000 times to test its resistance to wear and tear

Qualification is a term 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 conditions, 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 $1g = 9.81 \text{ m/s}^2$. If a force of 100g is exerted on a watch with a case weighing 100 grams, the watch's components are subjected for a short time to forces equivalent to 10 kilograms. The Pilot's Watches from IWC have even withstood forces of 30g for periods of several minutes in a centrifugal accelerator. In a pendulum impact tester, the watch is accelerated to 5,000g 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 "chapis 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 25g, 94,000 at 100g and 960 at 500g.

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 ranging between -20 and $+70$ degrees Celsius and up to 95 per cent relative humidity. The next item on the agenda after this ordeal is long-term monitoring of the rate. This test makes use of an automatic multilevel microphone to check the regularity of the beat.

CORROSION AND UV TESTS

A 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 in 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, train and escapement, as well as the subsequent

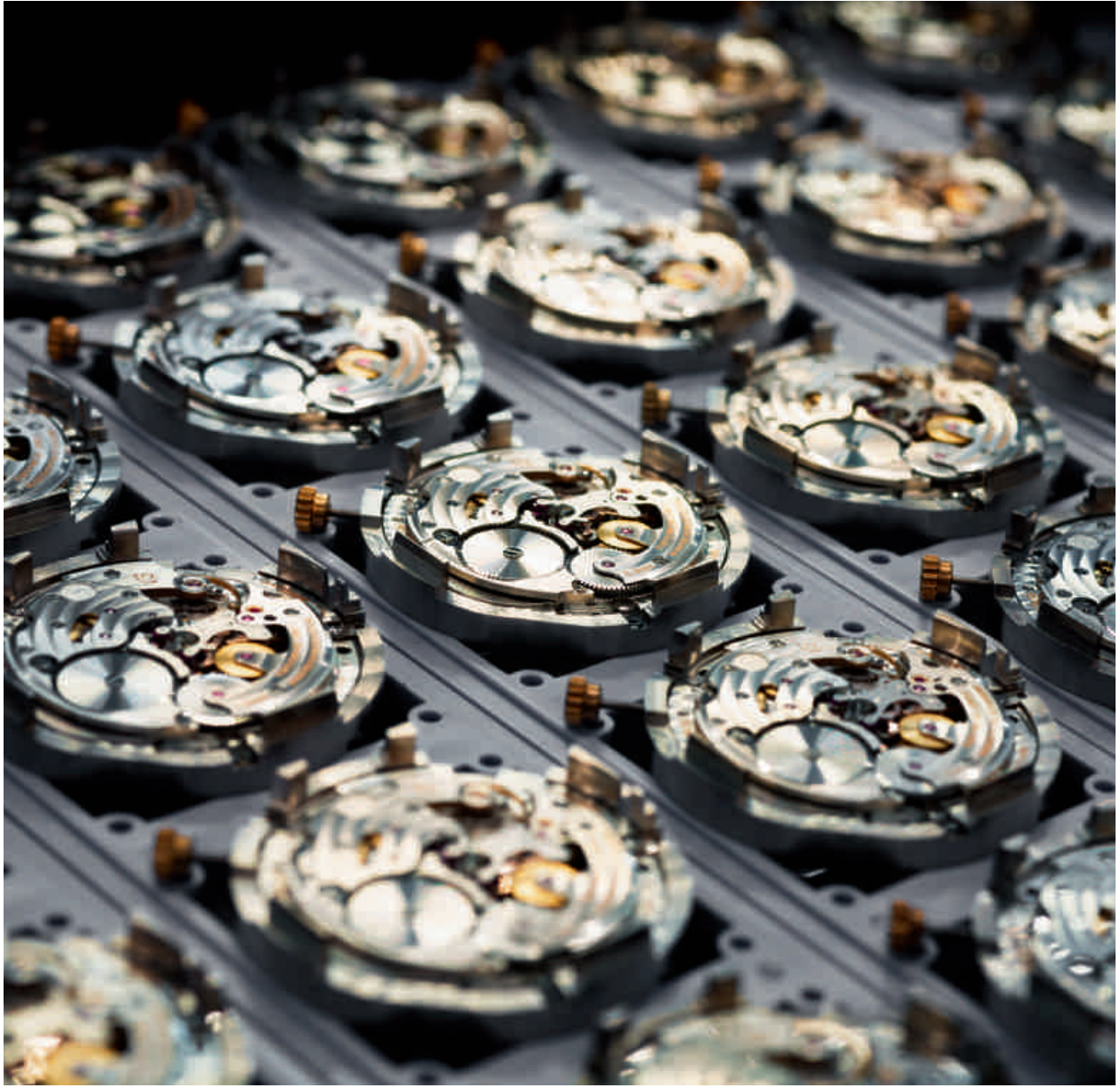
“réglage”, or precision adjustment of the timepiece. Depending on the model in question, it can also involve the automatic winding and chronograph mechanisms as well as the calendar and hour counter. The most complex of these jobs is adjusting the escapement and aligning the balance spring so that it runs true and flat: this is a high-precision manual task that no machine could ever carry out even remotely to the same high-quality standards. Functions and precision adjustments are checked and corrected continuously at every stage of the assembly process. After this, highly skilled watchmakers in the complications department add on complications such as the perpetual calendar or split-seconds mechanism to the basic movement. In the special features department, the watch movements are fitted with tourbillons and minute repeaters from the bottom up: they pass through the preliminary assembly and assembly stages, all fine adjustments are made and they are fitted into the cases.

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 watches made of a precious metal, the case parts are manufactured from pre-formed blanks. Stainless-steel and titanium cases are made from bars, specially produced for IWC, which are machined on CNC lathe and milling machines to an accuracy of one-hundredth of a millimetre. Milling machines are used to cut the horns for the strap or bracelet and the apertures for the crown and push-buttons into the casing rings and to create

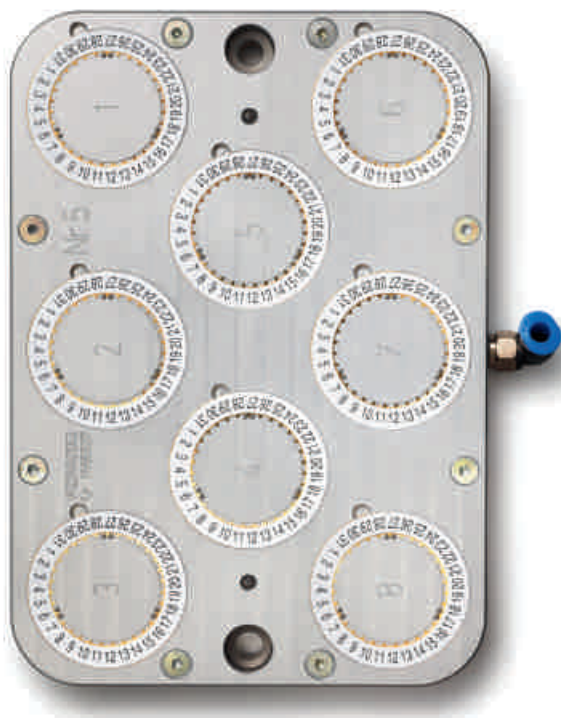


A watchmaker's hand tools



Partly assembled watch movements before finishing and fitting into the cases

the complex open surfaces, such as those on the cases of the Ingenieur watches. After the cutting process, the measurements are meticulously checked and the surfaces brought up to IWC standards with precision craftsmanship. The edges are deburred and rounded off, or faceted. All traces of lathing, milling and machining are removed, and the surfaces are finely ground and polished, satin-finished and blasted. Specialists now apply decorative surfaces such as circular graining to certain parts of the case, including places not visible from outside. Finally, a series of complex tests such as water-resistance and outward appearance completes the case production process.



Printed date discs for the Portuguese Automatic

DIAL, HANDS AND CASING UP

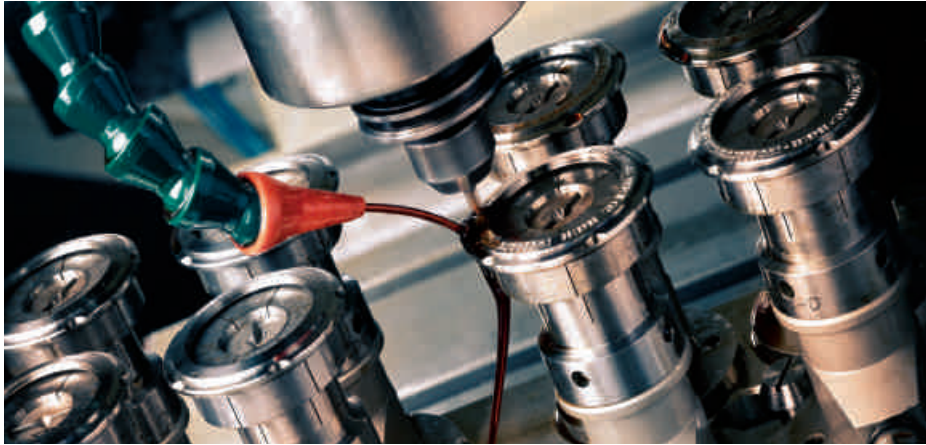
In these departments, all processes are carried out by hand. Depending on the model in question, specialists mount the dials on the fully timed and regulated movement by hand or using special tools. The same applies to the hands, which need to be set at exactly the right height and grip the pivot onto 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 suitability 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. In this way, miniature works of art, such as the engravings on the back cover of the Portuguese Yacht Club Chronograph Edition “Laureus Sport for Good Foundation” or the Ingenieur Chronograph Silberpfeil, 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

————— In 25 countries around the world, over 200 watchmakers and service technicians are dedicated to the maintenance and repair of IWC watches of every vintage since the company was founded 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 involves the cleaning and lubrication of the escapement and the balance once the movement has been removed from the case. Mechanical movements are demagnetized, and in quartz movements the battery is replaced. The case and metal components of the strap are cleaned. Re-adjustment of the movement, replacement of the case seals, a water-resistance test and a functional check are also included in the maintenance service.

COMPLETE SERVICE

The complete service involves dismantling the movement piece by piece and cleaning the individual components. Specialists carefully examine every part of the movement and repair or replace worn or faulty parts. Subsequently, the watch is reassembled from scratch and, where necessary, oiled and lubricated. Finally, the watch's accuracy is tested and the movement is readjusted.

The case is also completely dismantled. Scratches are repaired, case and strap components are ground or polished and the angles finished and then thoroughly cleaned. 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 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

THE IWC CERTIFICATE

————— The story of every IWC watch begins in the workshop, where passionate watchmakers dedicate long hours to perfecting every detail. To make sure that it never loses track of a single watch, IWC began keeping records about them in 1885. All information is noted, including sale date, calibre, material and case numbers or reference numbers for newer models. Heirs and subsequent buyers have the option of obtaining precise information about their IWC watch for a fee, thus confirming its authenticity. This and further information is provided in the form of a certificate.

For a certificate to be issued, the watch must be taken to an IWC boutique or authorized retailer. In our workshop in Schaffhausen, the IWC timepiece is then subjected to careful, detailed testing by an experienced watchmaker.

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, or the reference number for a newer model, in question is then entered in a special register, which ensures the watch is recognized if it is taken to an IWC service centre. This registration process has so far allowed many missing watches to be reunited with their rightful owners.



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

IWC TRAINING CENTRE: THE APPRENTICES OF TODAY ARE THE MASTERS OF TOMORROW

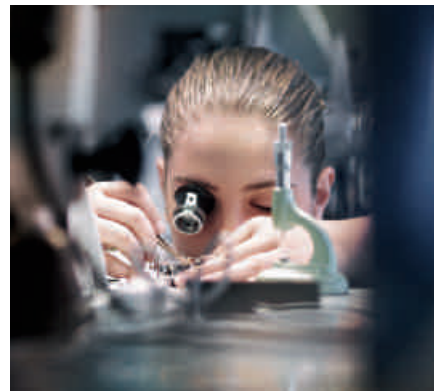
VOCATIONAL TRAINING

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 apprentice training according to state-recognized certification standards as early as 1950. This resulted in the foundation of its own training centre for watchmaking professions in 1968. In 2001, a new set of regulations for trainees and apprentices came into force; these offer budding watchmakers more flexible opportunities. Every year, IWC trains up to 14 skilled workers. There are currently 37 trainees following eight different specialist courses.

At IWC, apprentices learn the craft of watchmaking in its many different forms. They spend 80 per cent of their apprenticeship in the apprentice workshop and the remaining 20 per cent on the shop floor. All watchmaking apprentices undergo the same training for a period of 3 years, after which they receive the title of “practical watchmaker”. Basic training covers the winding mechanism, the train and the motion work, the parts of the escapement, setting the spring and installing the finished balance in the watch. The watchmaker fine-tunes the movement and inserts it in the case, and also learns how to service and

repair various watch models. In their fourth year, apprentices can opt for more specialized training in “industrial production”.

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.



At IWC, young people are introduced to the broad spectrum of a watchmaker's profession

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 redesigned 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 Swiss Museums Association (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 multifaceted introduction to the individual pieces.

Comfortable, lounge-style furniture with audio stations gives interested visitors an opportunity to relax and go with the flow of time as they immerse themselves in an acoustic interpretation of the past and present of luxury mechanical watchmaking. The museum's East Annexe provides a suitable home for the IWC watch families created since 1970. Visitors here can admire milestones in modern haute horlogerie such as the first Da Vinci wristwatch to feature the first IWC 2001-calibre quartz movement (Beta 21) or the legendary II Destrierio 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 145 years of IWC history



Optimally insulated glass fronts and an elaborate blind system provide a high level of insulation and good visibility

CONSERVATION: IWC SCHAFFHAUSEN PLAYS A PIONEERING ROLE



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 CO₂ emissions, and take account of other environmentally friendly measures. Since 2007, the company has covered its electricity needs with “green” hydroelectric power. Thanks to modern, environmentally sound building methods, energy consumption in the area of building services over the past 9 years has remained constant. This is all the more remarkable considering that the total area of the premises increased considerably following the inauguration of the new East Annexe in 2005 and 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 combination of cooling systems and heat pumps, 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.



F. A. Jones pocket watch in gold hunter case

CHRONOLOGY

1868

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

1875

Construction of new premises and the current headquarters of IWC on the banks of the 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.

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



F. A. Jones

1899

One of the first known wristwatches leaves Schaffhausen destined for the market. IWC'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.

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.

THE 85 CALIBRE, DESIGNED BY ALBERT PELLATON, FEATURES IWC'S FIRST AUTOMATIC WINDING SYSTEM



Albert Pellaton

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 Pellaton winding system 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 Swiss Watch Show in Basel.

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 watch-making 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. The watch is designed by Gérald Genta.

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 in-

strument 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.

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-

TO MARK ITS 125TH ANNIVERSARY, IWC PRODUCES THE WORLD'S MOST COMPLICATED MECHANICAL WRISTWATCH



Günter Blümlein

resistant and automatic IWC watch with a perpetual calendar.

1989

Tested in a magnetic resonance tomograph, the antimagnetic protection of the Ingenieur Automatic "500,000 A/m" withstands no fewer than 3.7 million A/m.

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 Blümlin (1943–2001), who held the post of Chairman of the Board of Directors at IWC among others, 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 system, power reserve display and date display, and revives the company's tradition of the Big Pilot's Watch.

THE DA VINCI PERPETUAL CALENDAR EDITION KURT KLAUS IS A TRIBUTE TO ITS SPIRITUAL FATHER

2003

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

2004

IWC relaunches the Aquatimer watch 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

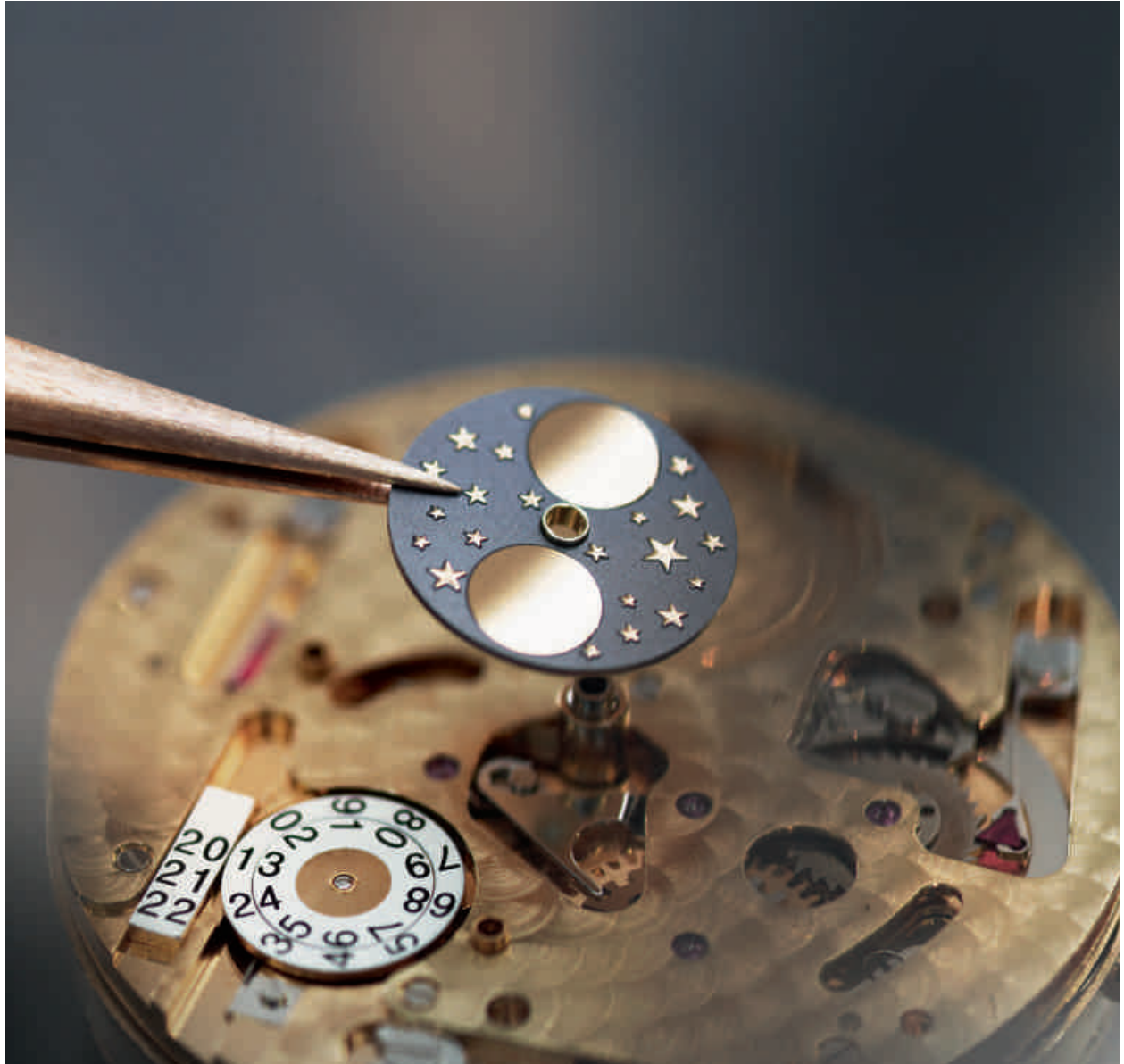
IWC unveils five classic Pilot's Watches in a modified design, including the Big Pilot's Watch and the Pilot's Watch Chronograph. The watches in the Spitfire collection, such as a larger version of the Spitfire Chronograph, are given a facelift.

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.



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

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-manufac-

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tured 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.

2012

The year of the high-flyers: IWC takes off with five new TOP GUN models. The TOP GUN Miramar line, with its military-style design, references IWC's long-standing tradition in the manufacture of deck watches. Taking pride of place in the elegant Spitfire line, which comes in a more luxurious look with new features, is the Spitfire Perpetual Calendar Digital Date-Month. And in the Classics collection with its authentic cockpit-style design, the Pilot's Watch Worldtimer continues the success of the UTC Pilot's Watches.



The Portuguese Sidérale Scafusia's rotating night-sky disc displays more than 500 stars and constellations with unprecedented detail and precision

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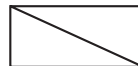


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