

PRESS RELEASE
Biel, Baselworld 2018



DS Action Diver Sea Turtle Conservancy: In the image of the turtle

In 2017, Certina became a proud partner of the Sea Turtle Conservancy (STC), an organisation that devotes itself to the conservation of the sea turtle and its habitats. The Swiss watch manufacturer will now produce an exclusive special model to mark its dedication to this cause. The DS Action Diver Sea Turtle Conservancy Special Edition brings together Certina expertise and the sustainable concerns of the STC in an exceptional diver's watch.

Aquamarine – the colour of the Sea Turtle Conservancy. The Florida-based organisation has been advocating the conservation of the sea turtle since 1959 – the same year in which the premiere of the Certina DS Concept was celebrated in Europe. The DS Concept lent the modern art of watchmaking new levels of reliability, durability and precision, and nowadays, is an important and sought-after feature of every Certina timepiece. The connection between these qualities and the noble turtle made the symbol an obvious choice, in those early days as much as today, and made the recent partnership with the Sea Turtle Conservancy a natural step. Today, the dedication, mission and expertise of both partners are combined in an exceptional timepiece, the proceeds of which go partly towards supporting the sustainable goals of the STC.

The DS Action Diver Sea Turtle Conservancy is in its element both above and under water, and meets all the requirements of the ISO 6425 standard for diver's watches. Its automatic Powermatic 80 movement with a power reserve of 80 hours is housed in a stainless steel case with a 43 mm diameter. A unidirectional bezel, extensive Super-LumiNova® coating, a screw-down crown and screw-down case back complete the ultra-resistant DS Concept and ensure water resistance to depths of up to 300 metres. The satin-finished stainless steel bracelet comes with a folding buckle with twin push-buttons and diver extension. A blue second hand and matching "Diver's Watch 300 m" lettering are a reference to the colour of the Sea Turtle Conservancy, and the organisation's unmistakable turtle logo is featured on the back of the case.

Technical data

Movement:	Automatic ETA Powermatic 80, Swiss made Hour, minute and central second hands, date display
Case:	316L stainless steel, satin-finished 43 mm diameter Bezel made of black anodised aluminium with protected Super-LumiNova® markings Screw-down case back with Sea Turtle Conservancy official logo
Crown:	Protected screw-down crown with the initials "DS"
Dial:	Black surface finish Super-LumiNova® coating on indices and hands Second hand and "Diver's Watch 300 m" lettering in blue
Water resistance:	300 metres
Crystal:	Sapphire crystal treated with anti-reflective coating on both faces
Watch strap:	Satin-finished three-part stainless steel bracelet Folding buckle with twin push-buttons and flexible diver extension
Specificity:	DS (Double Security), diver's watch according to ISO 6425 standard Power reserve up to 80 hours, special model to mark partnership with the Sea Turtle Conservancy
Reference:	C032.407.11.051.10 Switzerland CHF 795.- / UK £ 655.- / IRL € 825.- / SVE SEK 7'390.- / FIN EUR 835.-*

*Recommended retail price

Contact:

Certina SA,
Mattenstrasse 149, 2503 Biel – Switzerland
Bettina Zehnder, International PR Manager

Tel.: +41 (0) 32/343.38.20 / E-mail: bettina.zehnder@certina.com

General information: www.certina.com

Press Lounge: <https://press.certina.com>

Follow us on:    