



**VICTORINOX**  
SWISS ARMY

## **DIVE MASTER 500**

Media Release



**Victorinox Swiss Army Watch SA**

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## Media Release

Bienne, March 2012

## DIVE MASTER 500

### Robust and stylish, designed for adventure

**The Dive Master 500 is authentic Swiss Army grade: direct and straightforward, with the critical attributes of a diving instrument, the uncompromising values of a trusted Swiss brand, and the distinct character of a watchmaking modern classic.**

For its 2012 re-launch, this rugged individual has gone through a dramatic sea change. Sleeker and more graphic, with a stronger, more immediate identity, the new Dive Master 500 collection combines resolute Swiss Army reliability and robustness with a very contemporary versatility.

While the softer organic color options — black, burgundy, brown, grey, khaki green and white — are drawn from nature, the classic round case is coated in “Black Ice” or gold PVD, as are the horns and the extremely graphic bezel. The innovative coating is a signature feature of Victorinox Swiss Army. The dial design is uncluttered, with fine vertical lines across the entire face except for a clean circle at the center indicating military time. The unidirectional bezel 20, 30 and 50 minute markings stand out thanks to the oversized Arabic numerals. The rubberized soft-touch background absorbs the light, creating striking contrasts with the raised and luminous baton and orb hour markers and iconic Victorinox shield. The minute hand, so crucial in measuring diving autonomy, is arrow-shaped; on some models it is bright orange — the splash of color gives a fresh and modern look.

Different case sizes and colors are available: 4 quartz models in black, burgundy, khaki green (with gold PVD coating) or white, with a 38mm case size, 2 quartz models in white or khaki green with a 43mm case; and 3 grey, red or brown mechanical editions, also 43mm.

Shockproof and water resistant to 500 meters (1,640 feet), the Dive Master 500 is a stylish watch of outstanding quality. Adventurous and urban, it is built for serious work and play.

#### Features:

- Swiss Made
- Stainless steel case
- Genuine rubber strap
- Unidirectional rotating bezel with 20-minute indicator
- Water resistant to 50 ATM (500 m / 1650 feet)
- Scratch-resistant triple-coated anti-reflective sapphire crystal
- Luminescent hands and hour and bezel markers
- Availability: Summer 2012
- 3 editions:
  - Quartz movement (Ronda 715.5), 38mm case diameter
  - Quartz movement (Ronda 715.5), 43mm case diameter
  - Mechanical self-winding movement (ETA 2892-A2), 43mm case diameter

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**ABOUT VICTORINOX SWISS ARMY**

Victorinox Swiss Army timepieces are inspired by one of the most well-known products in history, the Original Swiss Army Knife: a true icon of Swiss savoir-faire.

The company was founded by Karl Elsener in the town of Ibach, Switzerland in 1884. Seven years later, the workshop began supplying Swiss soldiers with its first generation of multi-purpose knives.

Today, four generations later, great-grandson Carl Elsener IV is at the helm of the company and Victorinox Swiss Army Knives are standard issue for more than a dozen armies around the world — not to mention NASA astronauts.

In addition to the knives, which have been showcased in New York's Museum of Modern Art since the 1970s, the Victorinox line also includes cutlery, timepieces, travel gear, fashion and fragrances. Each line has its own identity and style yet they all share the core values — highest quality Swiss design, durability and craftsmanship at a sensible price — for which Victorinox Swiss Army is legendary.



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Images available for this collection:



241560



241562



241560 + 241562

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241557



241558



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