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#### **PRESS RELEASE**

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## **ETA launches HeavyDrive, the new exclusive technology for quartz movements that can cope with heavier hands.**

Grenchen (Switzerland), March 2018 – ETA SA, a Swatch Group company, is introducing an exclusive new technology to its quartz movements. HeavyDrive technology enables intelligent shock management and is opening up new possibilities for hand design.

After the launch of PowerDrive and PreciDrive in 2013, the manufacturer of Swiss Made movements is reinforcing its quartz movement range by offering a third exclusive technology. As its name indicates, HeavyDrive refers directly to hand imbalances. A new integrated circuit (IC) is behind this technology, which enables detection then intelligent shock management. If this occurs, the IC will instruct the motor to send a force to counter that induced by the shock in order to lock the hand in place during the impact. This counter-impulse prevents the hand from accidentally jumping and reduces weight restrictions for its implementation. HeavyDrive therefore tolerates a significantly higher imbalance than ordinary hands: the second hand's permitted imbalance is increased by 200% and the minute hand by 20%. This means that the HeavyDrive technology invites designers to be creative, enabling them to use shapes and materials which have thus far remained undeveloped.

In addition, this latest-generation IC reacts in just a few microseconds (a hundred times faster than an airbag is deployed) for shocks suffered during typical watch use. The effective nature of this reaction (only activated when required) helps to preserve the movement's autonomy.

HeavyDrive technology is currently available in movements from the Trendline collection (FOX) and will be incorporated into other collections from next year onwards. It can also be paired with PreciDrive technology to combine robustness with extremely high precision.

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**COLLECTION HEAVYDRIVE :  
FOX TRENDLINE & ETA 282.002**

 +200%  
UNBALANCE

5 1/2" x 8"	7 3/4"	8 3/4"	10 1/2"	11 1/2"	13 1/4"
 282.002	 F03.105 F03.402	 F04.105 F04.402	 F05.105 F05.402	 F06.105 F06.402	 F07.105 F07.402
 F03.115 F03.412	 F04.115 F04.412	 F05.115 F05.412	 F06.115 F06.412	 F07.115 F07.412	