

WYLER

WYLER GENEVE - Gets real with new ceramic

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Earlier this year Francesco Carrozzini set out on the historical El Camino Real route from Los Angeles to San Francisco on what he described as "less of an assignment, more of an adventure - the kind of job a photographer dreams of". His brief was to document this adventure in his own unique style and bring back images that capture the atmosphere of the changing landscapes. His client was Wyler Genève, a small, highend Swiss watch company. So why were they exploring West Coast USA, nine time zones away from their Swiss headquarters in Geneva? Managing Director Bruno Grande explains: "Last year we had the unique opportunity to follow, as official timekeeper, an expedition from Paris to Beijing involving a 100 year-old car. It was the same 1907 Itala that won the original Peking to Paris race a century ago. Seeing this car arrive in Beijing after travelling over 10,000 miles without any major incidents was quite a spectacle. This gave us the idea to explore other legendary routes around the world in different ways. The first route we chose is El

Camino Real, which we decided to focus on through the lens of a talented young photographer. We are delighted with the results, which place the observer and the all-terrain Wyler Genève chronograph in the heart of this route's breathtaking scenery."

Wyler Genève's chronograph had already received its baptism of fire on the Paris to Beijing run, withstanding the harsh conditions of open-top motoring across two continents on board a car which, unlike the watch, did not have a modern shock absorption system. The new El Camino Real model has a scratch-resistant black ceramic case with a modified design (9mm wider and 1mm shorter than the limited-edition chronograph) that adds even more muscle to an already beefy watch. A matt black dial with a matt black ring housing the hour markers and counter surrounds creates a deliberately understated look. Luminous orange SuperLuminova material is used for the dots marking the hours, the chronograph hours and minutes and the inserts for the hands, providing a sharp contrast with the sobriety of the rest of the dial.

The El Camino Real chronograph is powered by a Swiss-made self-winding movement with a power reserve of 42 hours plus. It is fitted with a personalized Wyler Genève rotor in drilled blackened heavy metal, with rhodium-plated bevels for the holes and a Wyler Genève engraving. The movement is housed inside a titanium container that is held in place by a carbon-fibre frame and mounted on springs between two matt black ceramic plates. This assembly forms the shock-absorbing sprung case used for all Wyler Genève models, which is further enhanced by the patented crown protector in black ceramic. Diamond-like carbon (DLC) treatment on the titanium screws and pushers maintains the dark look and a black rubber bracelet with the signature Wyler Genève pattern and a new foldover clasp completes the ensemble. Like all shock-resistant Wyler Genève timepieces, the El Camino Real chronograph is water-resistant to 50 metres and comes with a two-year manufacturer's warranty.

The launch of the El Camino Real chronograph is Wyler Genève's first major new product launch since the presentation of the world's first CarbonNeutral® watch, the Wyler Genève GMT, together with new Tourbillon and Power Reserve models at Baselworld 2008. Further new products inspired by other projects related to the world's most legendary routes are scheduled to be launched later this year.