

**EBEL**

## EBEL - 1911 TEKTON AJAX

Architects of Time Meet Architects of Total Football ! Ebel, football's premier luxury watch brand, has taken another significant step in its commitment to the world's number one sport with the launch of the 1911 Tekton Ajax Limited Edition 150 pieces.

Ebel, football's premier luxury watch brand, has taken another significant step in its commitment to the world's number one sport with the launch of the 1911 Tekton Ajax Limited Edition 150 pieces. Following the spectacular success of the Arsenal FC and FC Bayern Munich limited edition chronographs, with this new timepiece, the Architects of Time have consolidated their relationship with the famous Dutch club AFC Ajax, the architects of Total Football.

The style of play with which Ajax won the European Cup for the first time in 1971, beating Panathinaikos of Greece in front of 90,000 people at Wembley Stadium, was an imaginative fusion of highly skilled craftsmanship and freedom of expression. Total Football, as it became known, rejected conventional playing patterns and encouraged footballers to push the boundaries and explore new possibilities.

Led by legendary coach Rinus Michels and famous players such as Johan Cruyff and Johan Neeskens, it was an approach which was not only successful but the most aesthetically pleasing form of the game ever seen in Europe. Ajax went on to win the European Cup three times in succession following that first triumph in London, while the Netherlands, using the same style, reached the World Cup finals of 1974 and 1978 before winning the European Championship ten years later.

Ajax, who won a fourth European crown in 1995, were founded in 1900 and eleven years later, the year of Ebel's foundation, they wore for the first time the famous white shirts with a broad, vertical red stripe that has become such a symbol of the club and of footballing excellence. Against the backdrop of a silver dial with red flange, the 1911 Tekton Ajax pays homage to this with a dedicated white and red "Ajax" hour-marker at 12 o'clock, a detail that typifies Ebel's approach to designing high-level football watches.

Housed in a stainless steel case with rubber heads for pushers and crown as well as a rubber bezel, the design of the 1911 Tekton Ajax has been personally overseen by Ebel President Loek Oprinsen, a lifelong Ajax supporter. "We are extremely pleased with the latest addition to our 1911 Tekton football family," he said. "We have tried to reflect the rich heritage and high ideals that Ajax represents and I believe we have achieved a discreet yet distinctive mark of respect that Ajax fans like myself can be proud of."

Ebel has also demonstrated its deep and lasting commitment to football by developing a proprietary movement specifically designed for all of its football watches, keeping effective track of football match time. This exclusive chronograph movement was developed by Ebel watchmakers and is assembled and tested in-house in its La Chaux-de-Fonds workshops.

Designed to measure match half-times and code-named "245", standing for 2 x 45 minutes, it even indicates extra time where required. The oversized 45-minute counter at 12 o'clock on the watch dials serves to read off elapsed time, while the disk at 6 o'clock indicates the hours in periods of 45 minutes. Doubtless the most distinctive feature of all is the signature football-shaped oscillating weight, personalized with the corresponding club logo and numbered according to the limited editions, which in the case of Ajax is 150.

Launch: February 2009

Models pictured

1911 TEKTON Automatic Chronograph Ajax Amsterdam, Ebel Caliber 245, stainless steel case, black technofiber strap  
Sku: 1215917

Technical specifications

1911 TEKTON Automatic Chronograph, Ajax Amsterdam, Ebel Caliber 245

Movement:

- > Ebel Caliber 245 automatic chronograph movement dedicated to football with indication of the 45 minutes and injury time
- > Caliber wound by the unique Architects of Time "Special Football" oscillating weight
- > Developed, assembled and tested in the Ebel workshops
- > Chronometer-certified by the COSC

Case:

- > Material: stainless steel
- > Diameter: 48.50 mm
- > Finishing: brushed
- > Water-resistance: 20 atm
- > Crystal: sapphire with anti-reflective treatment on both sides for perfect readability
- > Bezel: black rubber hexagonal-shaped bezel
- > Crown: screwed-in, hexagonal-shaped, polished stainless steel crown and black rubber head
- > Push-buttons: black rubber heads and polished stainless steel guards
- > Case-back: flat sapphire crystal

Dial and Hands:

- > Silver dial with red dial flange
- > Large 45-minute scale with a two-arm hand at 12 o'clock - hour disk (indication in periods of 45 minutes) at 6 o'clock - magnified date window at 4 o'clock
- > Super-LumiNova on 11 hour-markers and hands
- > Dedicated "Ajax" hour-marker at 12 o'clock

Strap:

- > Black technofiber strap and Ebel stainless steel folding clasp

Limited edition of 150 pieces