

CERTINA

CERTINA - DS Rookie

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A Stunning Flavour of Youth

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The new DS Rookie reasserts CERTINA's established relationship with intense, dynamic sport. In a fresh and cleverly original design, its effervescent personality glows, waiting for action. It wears a fashionably large face, outlined by a smooth ring-like bezel in PVD black finish over a brushed steel case. Bold horns with contrasting touches of brushed and polished stainless steel highlight strong, geometric contours which carry on outward into a three-row bracelet with brushed central links and PVD black outer rows, for a splendid, sporty contrast. A further note of power and vigour appears in the hefty, stocky polished-steel guard which protects both the PVD pushbuttons and contoured crown, the latter of which carries a stylish and handsome monogram with the letters DS.

The dial is a marvel of true technicality, cast around an audacious oversized numeral at the 12 o'clock position. The three chrono counters carry slightly different faces, for a tasteful design touch of potent originality. The two upper counters show a black centre surrounded by a light outer scale, with red hands for high legibility. The lower small-second counter carries a black hand against a background of crosshairs evocative of precision optical instruments. The main dial is basic black with indexes whose forms alternate between round and flag-shaped, treated with Superluminova for readability under all light conditions. A sloping inner rim behind the crystal carries the seconds scale, in black with white markings and numerals, and a bold red-coloured 60 at the apex; a lovely design touch to match the red tip of the seconds hand. A broad and clear date window is placed at the 4 o'clock position, for quick and easy reading.

For ladies, a version is also available with distinctive design attributes especially chosen for dynamic, modern women. The same expressive, youthful energy but in lighter tones, with a mother-of-pearl dial, nickelled black hands throughout, brushed and polished steel case contours, and a white rubber bracelet for a distinct touch of feminine sensuality. Different dial versions are available, with rubber or steel bracelet. All models of the DS Rookie are of course equipped with CERTINA's famous DS Double Security protection system, with a scratch-resistant sapphire crystal and water resistance to 100 meters.

Reliability, precision and innovation have underlined the Certina philosophy since 1888, year of the foundation of the company by the Kurth Brothers. In 1959, Certina developed its famous Double Security DS Concept, to bring to its watches exceptional sturdiness and outstanding water resistance. Certina has a long-standing commitment to sport, and motor racing in particular. It has stood next to an ever-growing list of great sport stars such as Mike Doohan, Alex Crivillé, Petter Solberg, Sete Gibernau, Thomas Lüthi, Timo Glock, Robert Kubica and also boxing legend Muhammad Ali. Since 2005, Certina has been Official Partner of the BMW Sauber F1 Team. A subsidiary of the world's largest international watchmaking organisation Swatch Group, Certina is currently world leader in the sport watch segment priced between CHF 300.- and CHF 2,000.-, and is represented in more than 60 countries.

Technical Data

Movement/functions:

- Swiss Made, Chronograph Quartz , ETA G10.211
- Hours, minutes, small second, date
- Chronograph 30 minutes, 60 seconds central hand, 1/10 seconds

Case:

- 40mm diam., 316L stainless steel case with PVD black coated bezel

Dial:

- Black, with Superluminova-treated hands and indexes

Water resistance:

- 100 meters

Crystal:

- Sapphire crystal

Crown:

- PVD black-coated protected crown and two pushbuttons
- Crown monogrammed with letters "DS"

Watch strap:

- Stainless steel strap with PVD black coating with folding safety clasp

Specificity:

- DS (Double Security)

References/Retail price:

- C016.417.22.057.00, Steel / PVD Black, CHF 565.-
- C016.417.17.117.00, Steel / White MOP dial, CHF 445.-

Variations/Retail price:

- Different dial versions with rubber or stainless steel bracelet available, CHF 445.- to CHF 565.-