



By appointment
to HM The Queen
motor car manufacturers
Bentley Motors Limited
Crewe Cheshire



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BENTLEY

Press Information

NEW CHRONOMAT BENTLEY WATCH BRINGS MODERN STYLE TO RETRO ICON OF ULTIMATE SPORTS-CHIC

- **Breitling and Bentley celebrate their world-beating partnership with an all-purpose sports watch designed for a life of activity and adventure**
- **Introduced in 1984 the instantly recognisable Chronomat became an icon of its era**
- **Technical legacy and stylish design codes epitomise confidence and exhilaration**
- **The Chronomat Bentley edition is one of a full collection of six Breitling chronograph watches**

(Crewe, 9 June 2020) Bentley and Breitling celebrate their illustrious 17-year partnership with the new Chronomat watch, a bold and brilliant mechanical statement destined to appeal to today's men and women who enjoy sports, active pursuits - and style.

The Breitling Chronomat was introduced in 1984, when extra-thin quartz timepieces held sway. Breitling placed a bold bet on an impressive mechanical watch that proved to be a winner and became an icon of its era. Nearly 40 years later, the redesigned Chronomat is truly an all-purpose sports watch, but one which can travel from the beach to the red carpet in the same day, and look perfectly at home in either setting.

The timepiece's features recall the classic namesake from the 1980s. The Chronomat Bentley has a 42-millimetre stainless steel case with a green dial and black contrasting chronograph counters. The watch, presented on a

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stainless steel Rouleaux bracelet with a butterfly clasp, features a 'BENTLEY' engraving round the transparent sapphire caseback.

Adrian Hallmark, Bentley chairman and CEO, commented: "Both Bentley and Breitling share illustrious heritages which have been the bedrock of future world-leading technological and design developments for our brands. From the onboard technology which defines Bentleys as the ultimate luxury grand tourers, to the passenger environment that maximises comfort and unrivalled luxury, our new range of models all derive inspiration from our history while driving our vision forward into the future. The new Chronomat Bentley exemplifies this commitment to honouring our authentic values while creating a new and enduring icon for today's modern customers."

The new Chronomat collection celebrates a significant time in Breitling's history while projecting a clear vision for the future. When launched it marked a welcome return to mechanical Swiss watches, which had all but disappeared when quartz watches dominated the marketplace in the 1970s.

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Inspired by the Freccie Tricolori watch, which had been developed and launched in 1983 in collaboration with the famed Italian aerial squadron of the same name, the Chronomat celebrated Breitling's centenary in style and marked the return of the mechanical chronograph on which the brand had built its global reputation. The Chronomat became the ultimate sports-chic watch of its era, an expression of striking aesthetics and confidence that made the chronograph "cool" again.

While the Breitling Chronomat range has long been established as the watch of choice for aviators, it also found a dedicated following among enthusiastic



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adventurers on land and at sea. Today's passionate and active Bentley customers will be equally drawn to the new Bentley Chronomat, which perfectly reflects both brands' commitment to creating authentic, everyday luxury for men and women who are enthusiastic about a modern life of active pursuits and enjoyment of forward-looking style. The new timepiece capitalises on the original's design elements and spirit.

Breitling CEO Georges Kern said: "The 1984 Chronomat occupies a very important place in our modern history. It was the watch that boldly proclaimed Breitling was staying absolutely true to its roots. When much of the industry focused their efforts and energies on quartz watches, the Chronomat reminded the world that Breitling had essentially invented the modern mechanical chronograph. The message resonated and the brand prospered. The Chronomat Collection is a fitting tribute to the amazing watch that, more than any other, put us back in touch with our heritage."

DESIGN DETAILS AND A PLACE IN WATCHMAKING HISTORY

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The new Bentley Chronomat introduces a new generation to this seminal model and shares with the rest of the new Breitling Chronomat Collection the features which make it instantly recognisable:

- The signature rotating bezel is highlighted by rider tabs, which not only protect the crystal but make the manipulation of the bezel easier.
- The rider tabs at 3 o'clock and 9 o'clock, true to the original, are interchangeable, so the wearer can use them either for a "count up" or "count down" function.



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- The highly desirable stainless-steel integrated Rouleaux bracelet with a butterfly clasp.

Each timepiece in the new collection is powered by the Breitling Manufacture Caliber 01, an in-house mechanical movement that delivers an impressive power reserve of about 70 hours. Like all Breitling watches, the Chronomats are COSC- certified chronometers, an independent confirmation of their precision. All of the models are water-resistant to 20 bar (200 metres).

FACTS ABOUT THE WATCH: CHRONOMAT BO1 42 BENTLEY

Reference: AB01343A1L1A1

Watch Movement

Caliber: Breitling Manufacture Caliber 01

Diameter: 30 millimeters

Depth: 7.2 millimeters

Winder: self-winding mechanical, bidirectional with ball bearing

Power reserve: approximately 70 hours

Number of components: 346

Balance frequency: 28,800 a/h or 4 hertz

Chronograph: column-wheel, vertical clutch, 1/4th second, 30-minute and 12-hour counters

Display: hour, minute, second, date window

Certification: COSC-certified

Case

Material: stainless steel

Diameter: 42 millimeters

Height: 15.10 millimeters

Water resistance: up to 20 bar (200 meters)

Glass: sapphire, convex, double anti-reflective

Caseback: screwed steel, sapphire glass

Crown: screw-locked, two gaskets

Bezel: unidirectional ratcheted, with rider tabs, numerals, and indexes

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Dial/Hands

Green with black contrasting chronograph counters
Super-LumiNova® luminescent indexes and hands

Strap

Stainless-steel Rouleaux bracelet with butterfly clasp

Prices

CHF: 7,950

GBP 6,650

USD 8,100

EUR 7,900

For more information about the Chronomat Bentley,
please visit: www.breitling.com/zz-zz/watches/chronomat/chronomat-b01-42/AB01343A1L1/

- ENDS -

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Notes to editors

About Bentley Motors

Bentley Motors is the most sought after luxury car brand in the world. The company's headquarters in Crewe is home to all of its operations including design, R&D, engineering and production of the company's four model lines, Bentayga, Continental, Flying Spur and Mulsanne. The combination of fine craftsmanship, using skills that have been handed down through generations, alongside engineering expertise and cutting-edge technology is unique to UK luxury car brands such as Bentley. It is also an example of high-value British manufacturing at its best. Bentley employs around 4,000 people at Crewe.



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About Breitling

Since 1884, Breitling has established a global reputation for high-precision timepieces, its pioneering role in the development of the wrist chronograph, and its uncompromising commitment to design excellence. With the brand's storied association with aviation, Breitling has shared the finest moments in humankind's conquest of the skies. Renowned for its spirit of innovation, it has also earned a place of privilege in the worlds of science, sport, and technology. Breitling manufactures its own movements in-house and the quality of every watch is confirmed by its status as a COSC-certified chronometer, made in Switzerland.

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