



Pressemelding

Longines presenterer Record

I år feirer Longines 185 år, og benytter anledningen til å presentere den nye serien, Record, som kombinerer klassisk eleganse og kvalitet. Hele kolleksjonen er utstyrt med automatikkverk som er kronometer sertifisert av The Swiss Official Chronometer Testing Institute (COSC). Urverkets hjerte, balansefjæren, er laget av silisium istedenfor stål, noe som gjør urverket mer motstandsdyktig mot magnetisme og store temperaturforskjeller, og gir dermed en bedre presisjon. Med en slik høy grad av nøyaktighet og presisjon, består alle modellene i Record-serien testen foretatt av den uavhengige organisasjonen (COSC), og kan skilte med «CHRONOMETER» på skiven.

Record er tilgjengelig i fire størrelser (26, 30, 38.5 og 40 mm), og tiltenkt både dame og herre. Klokken er utstyrt med time, minutt- og sekundviser, samt datovisning, og er tilgjengelig med stållenke eller alligatorrem.

Avbildede modeller:

L2.321.0.87.6	Veil. pris: 38.390,-
L2.321.4.72.2	Veil. pris: 16.590,-
L2.821.4.11.6	Veil. pris: 17.990,-
L2.821.4.76.2	Veil. pris: 17.990,-

Based in Saint-Imier, Switzerland since 1832, Longines watchmakers enjoy an expertise steeped in tradition, elegance and performance. With generations of experience as the official timekeeper for world championships, and as a partner of international sports federations, Longines has created strong and long-lasting relationships in the world of sports, over the years. Known for the elegance of its timepieces, Longines is a member of Swatch Group Ltd., the world's leading watchmaker. The Longines brand, with its winged hourglass emblem, is established in over 150 countries.

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LONGINES





Press Release

Longines presents its Record collection, watchmaking expertise stamped with the COSC seal

This year, Longines is celebrating its 185th anniversary, and is taking the opportunity to present its new Record collection. In the Saint-Imier company's purest watchmaking tradition, these automatic models combine classic elegance and excellence, aspiring to become the spearheads of the brand. And there is no shortage of arguments for these exceptional timepieces, whose movement includes a single-crystal silicon balance spring with unique properties. A first for Longines, it is certified as a "chronometer" by the Swiss Official Chronometer Testing Institute (COSC), a designation awarded to all of the pieces in the Record collection.

It seems the destiny of some timepieces has already been mapped out. Through its new Record collection, Longines conveys its essence; one of timeless elegance and excellence. Qualities that are sure to raise these models to the rank of future success of the brand, as a link between tradition and innovation. A decidedly classic collection, which is expressive and emblematic of Longines' watchmaking expertise.

Behind this ambitious profile, is an exceptional heart. This heart is the balance spring, the watch's regulating organ. Coupled to the balance, it oscillates around its equilibrium position, ensuring its fundamental purpose: to beat with extreme regularity. Yet, between magnetism, temperature variations and wear and tear (many hundreds of millions of "breaths" per year), everything seems to be working against its smooth operation. For increased accuracy and longevity, Longines decided to add single-crystal silicon balance spirals to its best movements – a resistant and light material that is inoxidizable and unaffected by standard temperature variations, magnetic fields and atmospheric pressure. A high-tech heart housed in a timepiece created in the purest watchmaking tradition!

Such excellence deserves recognition. Based on their high accuracy, all of the Record collection's models have received the COSC's "chronometer" certificate. Equipped with automatic calibres, all of the pieces were tested one by one by this neutral independent organization, and can thus display the CHRONOMETER label stamped on their dial. Bestowed with significant added value, these certified "chronometers" achieve the status of authentic, exceptional timepieces.

With four sizes (26, 30, 38.5 and 40 mm), the Record collection is designed for both women (7 dials) and men (6 dials). All of the models feature the 3 working hands/date version, with a steel case – and a diamond-set steel case on two dials, for women – fitted on a steel bracelet or alligator watch strap.

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SOCIÉTÉ SUISSE DES CHRONOMÈTRES

