

★
ZENITH
WATCH MANUFACTURE SINCE 1865



ZENITH EL PRIMERO CHRONOMASTER 1969 SVRA SPECIAL EDITION KICKS OFF PARTNERSHIP WITH SPORTSCAR VINTAGE RACING ASSOCIATION

Zenith has teamed up with the Sportscar Vintage Racing Association (SVRA) to serve as official timekeeper in 2016 for the organization's vintage races throughout North America.

Zenith's President & CEO Aldo Magada and SVRA's President & CEO Tony Parella hosted a cocktail party on February 18th at the Classic Car Club Manhattan in New York City. This is a world famous private club that gives its members access to a fleet of the most sought-after cars ever built. Zenith took the opportunity to unveil the El Primero Chronomaster 1969 SVRA, a special edition that incorporates the SVRA logo, powered of course by the legendary beating heart of the El Primero movement.

"This partnership with Svra and vintage race car is not simply a collaborative endeavor, it's a sharing of values and passions. Passion for mechanics, for competition, for adventure and also for friendship" said Aldo Magada. "We are proud to be associating with SVRA, one of the oldest vintage racing organizations in the United States, to affirm Zenith and its long-standing relationship with vintage racing and classic car owners."

"We are extremely honored to partner with Zenith, one of the most iconic watch manufacturers in the world," said Tony Parella, CEO and President of the Sportscar Vintage

Racing Association. «This relationship focuses on a shared passion for heritage and the things that last. Vintage race cars and Zenith watches are both mechanically technical and artistic. I look forward to building towards the future while enjoying what Zenith brings to our events.»

Vintage racing is not just a pastime; it is a network of people drawn together by a shared nostalgia and it is also a cherished hobby for enthusiasts who appreciate tradition and that which are built to endure.

The Sportscar Vintage Racing Association is now into its 38th racing season and will run sixteen events across the country this year with over 5,000 drivers. Some of these events will be held at legendary tracks such as the Indianapolis Motor Speedway, Watkins Glen, Sonoma Raceway, Circuit of The Americas and Portland International Raceway. There is nothing quite so exciting as a vintage race car. SVRA captures the essence of decades of racing's heritage and past glory, re-creating its colorful pageantry.

The El Primero Chronomaster 1969 SVRA is a special edition issued in a 100-piece limited edition, designed for authentic motorsports enthusiasts with a special interest in vintage racing.



- | TRIBUTE TO OUR PARTNERSHIP WITH SVRA
- | OPENING REVEALING THE LEGENDARY BEATING HEART OF THE EL PRIMERO MOVEMENT
- | SILICON ESCAPE-WHEEL AND LEVER
- | AUTOMATIC EL PRIMERO COLUMN-WHEEL CHRONOGRAPH
- | COSC-CERTIFIED MOVEMENT
- | LIMITED EDITION OF 100 UNITS

→ EL PRIMERO

CHRONOMASTER 1969 SVRA EDITION

MOVEMENT

Movement El Primero 4061, Automatic
Calibre 13¼^{'''} (Diameter: 30 mm)
Thickness: 6.60 mm
Components: 282
Jewels: 31
Frequency: 36,000 VpH (5 Hz)
Power-reserve min. 50 hours
Finishes Oscillating weight with "Côtes de Genève" motif

FUNCTIONS

Hours and minutes in the centre
Small seconds at 9 o'clock
Chronograph:
- Central chronograph hand
- 12-hour counter at 6 o'clock
- 30-minute counter at 3 o'clock
Tachymetric scale

CASE, DIAL & HANDS

Material: stainless steel
Diameter: 42 mm
Opening diameter: 37.10 mm
Thickness: 14.05 mm
Crystal: Domed sapphire crystal with anti-reflective treatment on both sides
Case-back: Transparent sapphire crystal
Water-resistance: 10 ATM
Dial: Silver-toned bearing the SVRA logo
Hour-markers: Rhodium-plated, faceted and coated with SuperLuminova SLN C1
Hands: Rhodium-plated, faceted and coated with SuperLuminova SLN C1

STRAPS & BUCKLES

Black alligator leather strap with protective rubber lining and yellow stitchings
Stainless steel triple folding clasp

Reference: 03.20411.4061/07.C776

Limited edition 100

→ ZENITH WATCH MANUFACTURE SINCE 1865

Zenith is a brand that has been bringing style and substance to the wrists of watchmaking cognoscenti all over the world for more than 150 years. Founded in Le Locle in 1865 by a visionary watchmaker, Georges Favre-Jacot, the Manufacture Zenith gained swift recognition for the precision of its chronometers, with which it has won 2,333 chronometry prizes in a century and a half of existence: an absolute record. Having earned fame thanks to its legendary El Primero calibre – an integrated automatic column-wheel chronograph movement launched in 1969 and endowed with a high frequency of 36,000 vibrations per hour that ensures short-time measurements accurate to the nearest 1/10th of a second – the Manufacture Zenith has since developed over 600 movement variations. Zenith remains one of a select group of traditional luxury watch brands to produce all its movements in-house, the industry's ultimate token of quality. Engaged on several vintage territories such as classic cars, Zenith currently offers a collection of exclusive and ageless finely crafted timepieces designed for sartorially minded men and women. Zenith's rich heritage, tradition, passion and pursuit of excellence reflect the legacy of its slogan "Legends live forever".

→ SVRA THE SPORTSCAR VINTAGE RACING ASSOCIATION

The Sportscar Vintage Racing Association (SVRA) is the premier vintage racing organization in the United States. The SVRA has thousands of active members. It will sanction 16 events in 2016 at some of the finest and most challenging racing circuits in the United States, including: the Indianapolis Motor Speedway, Sebring, Road America, Watkins Glen, Auto Club Speedway, the Mid-Ohio Sports Car Course, Sonoma Raceway, Portland International Raceway, and Virginia International Raceway. SVRA's Vintage Racing National Championships are held every November at the Circuit of the Americas in Austin, Texas. Further information on SVRA, including a complete schedule of events can be found on svra.com. Also be sure to check our Facebook page and YouTube channel which currently boasts a library of nearly 200 action-packed videos from our events.

FOR FURTHER INFORMATION PLEASE CONTACT:

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