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**CHRONOMASTER EL PRIMERO SPORT LAND ROVER BAR TEAM EDITION:**

**A UNIQUE SPORT WATCH DEDICATED TO LAND ROVER BAR**

**Zenith proudly launches its new chronograph designed for yachting enthusiasts and experienced sailors. The Chronomaster El Primero Sport Land Rover BAR is a 250-piece limited edition featuring the legendary El Primero chronograph movement beating at a cadence of 36,000 vibrations/hour.** **Fitted with a new strap featuring a carbon fibre coating recalling the team boat, the case is water-resistant to 200 metres to ensure high performance both on and off the water~~.~~ The count-down has begun! Zenith and the new** **Chronomaster El Primero Sport Land Rover BAR will be supporting Land Rover BAR during the entire thrilling adventure as it aims to #BringtheCupHome!**

**A new legend is born**

Following last November’s announcement of the partnership between Zenith and Land Rover BAR, the British Challenger for the 35th America’s Cup, Zenith and the team led by Sir Ben Ainslie, united in facing their next challenge. The new Chronomaster El Primero Sport Land Rover BAR edition incorporates the best of Swiss technology and innovation together with British design inspiration.

The watch has inherited the DNA of the famous 1969 El Primero, which remains one of the world’s most precise series-made chronographs – developed and produced by the Manufacture founded in Le Locle in 1865 and that has won 2,333 chronometry prizes in its century and a half of existence. The 45 mm-diameter steel case houses the famous El Primero 400 B automatic chronograph movement, featuring an integrated column-wheel construction and beating at a cadence of 36,000 vibrations/hour. The new model is water-resistant to 200 metres and equipped with a new black rubber strap coated with carbon fibre, the same material as certain parts of the team boat. The case-back also bears Sir Ben Ainslie’s lucky number, three, which has featured on all his winning boats.

**Land Rover BAR Team and R1**

Ben Ainslie Racing (BAR) was launched on June 10th 2014 in the presence of Her Royal Highness the Duchess of Cambridge. The British team was put together by four times Olympic gold medallist and 34th America's Cup winner, Sir Ben Ainslie, with the long-term aim of challenging for Britain and bringing the America's Cup back home to where it all began in 1851. The team is made up of some of the best British and international sailors, designers, builders and racing support. In 2017 in Bermuda, the 21st British Challenger for the America’s Cup will race their America’s Cup Class boat, R1, on a tightly defined course on Bermuda’s Great Sound, sailing at speeds of up to 60mph.

There will only be six crew onboard and with Ben Ainslie at the helm the boat will fly over the surface supported by high-tech hydrofoils. While there will be just 67m of rope on board, there will be 130m of hydraulic pipes, and over 1200m of electronic and electrical cabling connecting 190 sensors and four video cameras – all in a 15m boat!

Zenith and the new Chronomaster El Primero Sport Land Rover BAR will be supporting the Land Rover BAR team during the entire thrilling adventure and the goal of taking the America’s Cup, the oldest international trophy in world sport, back to British waters for the first time in 165 years.

Zenith’s wish for the Land Rover BAR team is to #BringtheCupHome!

Follow the LAND ROVER BAR Team: <http://www.landroverbar.com/>

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**MODEL SPECIFICATIONS**

**Ref.: 03.2282.400/91.R578**

Movement El Primero 400 B, Automatic

Calibre 13¼``` (Diameter: 30 mm)

Movement thickness 6.6 mm

Components 326

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

Date indication at 6 o'clock

**CASE, DIAL & HANDS**

Diameter 45 mm

Diameter opening 37.7 mm

Thickness 14.05 mm

Crystal Domed sapphire crystal with anti-reflective treatment on both sides

Case-back Transparent sapphire crystal bearing the Land Rover BAR Team logo

Material Stainless steel

Water-resistance 20 ATM

Dial Slate grey velvet-finish

Hour-markers Rhodium-plated, faceted and coated with Super-LumiNova® SLN C1

Hands Rhodium-plated, faceted and coated with Super-LumiNova® SLN C1 [Hands]

**STRAPS & BUCKLES**

Bracelet reference: 27.00.2218.578

designation: Black rubber strap with carbon fibre coating

Buckle 27.03.0208.940

Stainless steel triple folding clasp

250-piece limited edition