



## Ground-breaking Defy El Primero 21 goes for gold

Zenith stunned the world in 2017 with the grand release of the new Zenith DEFY EL PRIMERO 21. A chronometric reinvention of accuracy and reliability, the DEFY EL PRIMERO 21 is the ultimate embodiment of the spirit of innovation that has coursed through Zenith's blood for the past 150 years. The warm glow and precious refinement of rose gold gently accentuate the inherent nobility of this trailblazing model.

In 1969, Zenith launched El Primero, the first ever fully integrated automatic column-wheel chronograph movement, enabling 1/10<sup>th</sup> of a second precision. The ultimate fulfilment of a quest for perfection and a proven ability to create watchmaking legends, this groundbreaking model laid a new milestone in watchmaking history that had never been surpassed – until now. Half a century later, Zenith has once again defied tradition and pushed all existing boundaries, leading us into the world of 1/100<sup>th</sup> of a second accuracy. A legend reborn, the Zenith DEFY EL PRIMERO 21 is the shining 21<sup>st</sup> century symbol of a new future for a brand with a truly unique guiding star.

### When it comes to pursuing the extreme, Zenith knows no limits

The Zenith DEFY EL PRIMERO 21 represents a quantum leap in both **performance and mechanical design**. This is a competition against no-one but itself. The newly upgraded movement of this outstanding timepiece boasts a frequency of 360,000 A/H (50 Hz), ten times that of its world-famous El Primero predecessor, enabling 1/100<sup>th</sup> of a second precision. An exquisitely designed display magnifies the effect of this astonishing frequency: the inner bezel bears a scale graduated from 1 to 100 around which a 1/100<sup>th</sup> of a second hand sweeps at a lightning speed of one turn per second, offering unprecedented visual impact and a surreal time-travelling experience for the lucky wearer. Echoing the trend in modern engineering development and ensuring optimal performance, this incredible mechanical complication is achieved using a far smaller number of components, minimizing tedious assembly and adjustments. In addition to significantly improved performance and mechanical structure, the design of the TIME LAB-chronometer certified DEFY EL PRIMERO 21 draws inspiration from the rugged good looks of its 1969 predecessor. Framed by a 44 mm case made of grade 5 titanium, the openworked dial of the DEFY EL PRIMERO 21 offers a resolutely contemporary background for the key identifying characteristics of the legendary original: a star-tipped sweep-seconds hand, large luminescent baton-type hands and faceted hour-markers all paying proud tribute in a stunning demonstration of futuristic brilliance.

Perfectly complementing its rich inner workings, the case of the TIMELAB chronometer-certified DEFY EL PRIMERO 21 ROSE GOLD appears in this glowing precious metal. Matching gold-plated hour-markers and hands sweep elegantly around a lustrous black openworked dial featuring a chronograph power-reserve indication at 12 o'clock, hours and minutes in the centre, small seconds at 9 o'clock, black 60-second counter at 6 o'clock and distinctive blue 30-minute counter at 3 o'clock. This stunningly elegant model comes with a choice of a black rubber strap coated with brown alligator leather or a truly piece de resistance model with a rich rose gold bracelet, both with a gold and titanium double folding clasp. This magnificent timepiece, endowed with a generous 50-hour power reserve and water-resistant to 100 metres, is bound to catch the attention of refined and demanding watch enthusiasts.

## DEFY EL PRIMERO 21 ROSE GOLD TECHNICAL DETAILS

Reference: 18.9000.9004/71.R585

### UNIQUE SELLING POINTS

New 1/100<sup>th</sup> of a second chronograph movement  
Exclusive dynamic signature of one rotation per second  
Double-chain structure  
1 escapement for the Watch (36,000 VpH - 5 Hz);  
1 escapement for the Chronograph (360,000 VpH - 50 Hz)  
TIME LAB-Chronometer certified

### MOVEMENT

El Primero 9004 automatic  
Calibre: 14¼" (Diameter: 32.80 mm)  
Thickness: 7.9 mm  
Components: 293  
Jewels: 53  
Frequency 36,000 VpH (5 Hz)  
Power reserve approx. 50 hours  
Special oscillating weight with "circular satin-brushed" motif

### FUNCTIONS

1/100<sup>th</sup> of a second chronograph functions  
Chronograph power-reserve indication at 12 o'clock  
Hours and minutes in the centre  
Small seconds at 9 o'clock  
- Central chronograph hand  
- 30-minute counter at 3 o'clock  
- 60-second counter at 6 o'clock

### CASE, DIAL & HANDS

18-ct Rose gold case  
Diameter: 44 mm  
Opening diameter: 35.5 mm  
Thickness: 14.50 mm  
Crystal: Domed sapphire crystal with anti-reflective treatment on both sides  
Case back: Transparent sapphire crystal  
Water resistance: 10 ATM  
Dial: Openworked with two different-coloured counters  
Hour markers: Gold-plated, faceted and coated with Super-LumiNova®  
Hands: Gold-plated, faceted and coated with Super-LumiNova®

### STRAPS AND BUCKLE

Black rubber covered with brown alligator leather coating  
Or Brown rubber strap  
Gold & Titanium double folding clasp



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### STRAP AND BUCKLE

Rose Gold Bracelet

