

EMBARGO OCTOBER 16<sup>th</sup>, 2018



## ZENITH UNVEILS THREE THEMED EDITIONS AT THE SIAR 2018

Zenith explores new sources of inspiration and flamboyant baroque imagery – skulls, pirates and the Virgen de Guadalupe – through a set of exclusive special-edition Defy Zero G timepieces destined for Latin America and presented at the 2018 Sal3n Internacional Alta Relojer3a (SIAR).

Autumn's number one luxury annual appointment with time in Latin America, the Sal3n Internacional Alta Relojer3a (SIAR) is the key reference for the promotion and sale of fine watches. At the 2018 edition of this unique showcase, which will run from October 16th to 18th, the brand with a guiding star will take the opportunity to launch some unprecedented special editions of its **DEFY ZERO G**. Featuring a cleverly scaled-down and fine-tuned version of its gyroscopic "Gravity Control" module, these standout timepieces thus belong to the **DEFY** collection with which Zenith is writing the future of watchmaking.

### Spirit of adventure

Zenith offers visitors to the SIAR 2018 models featuring three distinctive aesthetic inspirations that are bound to capture attention. The highly unusual **DEFY ZERO G VIRGEN DE GUADELUPE** evokes a venerated Catholic image enshrined within the Minor Basilica of Our Lady of Guadalupe in Mexico City. Depicting a reported apparition of the Virgin Mary to an Aztec convert to Christianity, it holds a special place in the religious life of Mexico and represents a symbol of devotion that has come to embody national pride. While skulls have become a trendy fashion motif, Zenith offers a specifically Mexican take on this theme with the **DEFY ZERO G SKULL** – Dias de los Muertos, celebrating the Mexican Day of the Dead which is an extremely popular national holiday that includes festivals, parades and family gatherings. And speaking of skulls and crossbones, the **DEFY ZERO G PIRATES** offers watch lovers a chance to set sail on an imaginary maritime adventure filled with exotic islands, buried treasure and swashbuckling sailors.

Each of the three **DEFY ZERO G** limited editions is available in a choice of titanium, yellow or rose gold, slightly aged to better display its engraved theme. Framing the **DEFY ZERO G**'s distinctive skeleton dial with its colourful Mexican-themed accents, a 44 mm case features a decorated caseback with a matching metal bracelet and folding clasp. And because every treasure deserves a special treasure chest, each **DEFY ZERO G** comes nestled in a customised box representing the individual themes. Providing more than adequate power for the fastest getaway, the heart of the Defy Zero G beats to the fierce pace of the manual-winding El Primero 8812S calibre, oscillating at 5 Hz, while a 50-hour power reserve ensures there's plenty of time in store before reaching the next high seas hold-up.

### ZENITH: The Future of Swiss Watchmaking

Since 1865, Zenith has been guided by authenticity, daring and passion in pushing the boundaries of excellence, precision and innovation. Soon after its founding in Le Locle by visionary watchmaker Georges Favre-Jacot, Zenith gained recognition for the precision of its chronometers, with which it has won 2,333 chronometry prizes in just over a century and a half of existence: an absolute record. Famed for its legendary 1969 El Primero calibre enabling short-time measurements accurate to the nearest 1/10th of a second, the Manufacture has since developed over 600 movement variations. Today, Zenith offers new and fascinating vistas in time measurement, including 1/100th of a second timing with the Defy El Primero 21; and a whole new dimension in mechanical precision with the world's most accurate watch, the 21st century Defy Lab. Energised by newly reinforced ties with a proud tradition of dynamic, avant-garde thinking, Zenith is writing its future... and the future of Swiss watchmaking.

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## DEFY ZERO G – 44MM

PIRATES EDITION - UNIQUE PIECE

### TECHNICAL DETAILS

Reference : 95.9005.8812/80.M9004

### KEY POINTS

“Gravity Control” gyroscopic module that ensures horizontal positioning of the regulating organ  
Inspired by the legendary marine chronometers.  
Skeletonised movement : El Primero 8812 S  
Entirely engraved case and bracelet  
Openworked dial with mexican touches colors

### MOVEMENT

El Primero 8812 S, Manual  
Calibre: 16 3/4’’ (Diameter: 38.5mm)  
Movement thickness: 7.85mm  
Components: 324  
Gyroscopic carriage made of 139 components  
Jewels: 41  
Frequency: 36,000 VpH (5Hz)  
Power-reserve: min. 50 hours  
Finishes: Platinum counterweight of the gyroscopic system

### FUNCTIONS

Hours and minutes offset at 12 o’clock  
Small seconds at 9 o’clock  
Self-regulating Gravity Control module at 6 o’clock  
Power-reserve indication at 2 o’clock

### CASE, DIAL & HANDS

Diameter: 44mm  
Diameter opening: 35.5mm  
Thickness: 14.85mm  
Crystal: Domed sapphire crystal with anti-reflective treatment on both sides  
Case-back: Decorated transparent sapphire crystal  
Material: Brushed Titanium  
Water-resistance: 10 ATM  
Dial: Openworked with mexican touches colors  
Hour-markers: Rhodium-plated, faceted and coated with Super-LumiNova®  
Hands: Rhodium-plated, faceted and coated with Super-LumiNova®

### STRAP & BUCKLE

Titanium bracelet  
Titanium folding buckle



EMBARGO OCTOBER 16<sup>th</sup>, 2018

## DEFY ZERO G – 44MM

PIRATES EDITION - UNIQUE PIECE

### TECHNICAL DETAILS

Reference : 18.9003.8812/76.M9003

### KEY POINTS

“Gravity Control” gyroscopic module that ensures horizontal positioning of the regulating organ  
Inspired by the legendary marine chronometers.  
Skeletonised movement : El Primero 8812 S  
Entirely engraved case and bracelet  
Openworked dial with mexican touches colors

### MOVEMENT

El Primero 8812 S, Manual  
Calibre: 16 ¾’’ (Diameter: 38.5mm)  
Movement thickness: 7.85mm  
Components: 324  
Gyroscopic carriage made of 139 components  
Jewels: 41  
Frequency: 36,000 VpH (5Hz)  
Power-reserve: min. 50 hours  
Finishes: Platinum counterweight of the gyroscopic system

### FUNCTIONS

Hours and minutes offset at 12 o’clock  
Small seconds at 9 o’clock  
Self-regulating Gravity Control module at 6 o’clock  
Power-reserve indication at 2 o’clock

### CASE, DIAL & HANDS

Diameter: 44mm  
Diameter opening: 35.5mm  
Thickness: 14.85mm  
Crystal: Domed sapphire crystal with anti-reflective treatment on both sides  
Case-back: Decorated transparent sapphire crystal  
Material: 18-ct Rose Gold  
Water-resistance: 10 ATM  
Dial: Openworked with mexican touches colors  
Hour-markers: Gold-plated, faceted and coated with black Super-LumiNova®  
Hands: Gold-plated, faceted and coated with Super-LumiNova®

### STRAP & BUCKLE

Rose Gold bracelet  
Rose gold folding buckle



EMBARGO OCTOBER 16<sup>th</sup>, 2018

## DEFY ZERO G – 44MM

PIRATES EDITION - UNIQUE PIECE

### TECHNICAL DETAILS

Reference : 30.9002.8812/75.M9002

### KEY POINTS

“Gravity Control” gyroscopic module that ensures horizontal positioning of the regulating organ  
Inspired by the legendary marine chronometers.  
Skeletonised movement : El Primero 8812 S  
Entirely engraved case and bracelet  
Openworked dial with mexican touches colors

### MOVEMENT

El Primero 8812 S, Manual  
Calibre: 16 ¾` `` (Diameter: 38.5mm)  
Movement thickness: 7.85mm  
Components: 324  
Gyroscopic carriage made of 139 components  
Jewels: 41  
Frequency: 36,000 VpH (5Hz)  
Power-reserve: min. 50 hours  
Finishes: Platinum counterweight of the gyroscopic system

### FUNCTIONS

Hours and minutes offset at 12 o'clock  
Small seconds at 9 o'clock  
Self-regulating Gravity Control module at 6 o'clock  
Power-reserve indication at 2 o'clock

### CASE, DIAL & HANDS

Diameter: 44mm  
Diameter opening: 35.5mm  
Thickness: 14.85mm  
Crystal: Domed sapphire crystal with anti-reflective treatment on both sides  
Case-back: Decorated transparent sapphire crystal  
Material: 18-ct Yellow Gold  
Water-resistance: 10 ATM  
Dial: Openworked with mexican touches colors  
Hour-markers: Gold-plated, faceted and coated with black Super-LumiNova®  
Hands: Gold-plated, faceted and coated with Super-LumiNova®

### STRAP & BUCKLE

Yellow Gold bracelet  
Yellow gold folding buckle



EMBARGO OCTOBER 16<sup>th</sup>, 2018

## DEFY ZERO G – 44MM SKULL EDITION - UNIQUE PIECE

### TECHNICAL DETAILS

Reference : 95.9003.8812/80.M9002

### KEY POINTS

“Gravity Control” gyroscopic module that ensures horizontal positioning of the regulating organ  
Inspired by the legendary marine chronometers.  
Skeletonised movement : El Primero 8812 S  
Entirely engraved case and bracelet  
Openworked dial with mexican touches colors

### MOVEMENT

El Primero 8812 S, Manual  
Calibre: 16 ¾’’ (Diameter: 38.5mm)  
Movement thickness: 7.85mm  
Components: 324  
Gyroscopic carriage made of 139 components  
Jewels: 41  
Frequency: 36,000 VpH (5Hz)  
Power-reserve: min. 50 hours  
Finishes: Platinum counterweight of the gyroscopic system

### FUNCTIONS

Hours and minutes offset at 12 o’clock  
Small seconds at 9 o’clock  
Self-regulating Gravity Control module at 6 o’clock  
Power-reserve indication at 2 o’clock

### CASE, DIAL & HANDS

Diameter: 44mm  
Diameter opening: 35.5mm  
Thickness: 14.85mm  
Crystal: Domed sapphire crystal with anti-reflective treatment on both sides  
Case-back: Decorated transparent sapphire crystal  
Material: Brushed Titanium  
Water-resistance: 10 ATM  
Dial: Openworked with mexian touches colors  
Hour-markers: Rhodium-plated, faceted and coated with Super-LumiNova®  
Hands: Rhodium-plated, faceted and coated with Super-LumiNova®

### STRAP & BUCKLE

Titanium bracelet  
Titanium folding buckle



EMBARGO OCTOBER 16<sup>th</sup>, 2018

## DEFY ZERO G – 44MM SKULL EDITION - UNIQUE PIECE

### TECHNICAL DETAILS

Référence : 18.9001.8812/76.M9001

### KEY POINTS

“Gravity Control” gyroscopic module that ensures horizontal positioning of the regulating organ  
Inspired by the legendary marine chronometers.  
Skeletonised movement : El Primero 8812 S  
Entirely engraved case and bracelet  
Openworked dial with mexican touches colors

### MOVEMENT

El Primero 8812 S, Manual  
Calibre: 16 ¾’’ (Diameter: 38.5mm)  
Movement thickness: 7.85mm  
Components: 324  
Gyroscopic carriage made of 139 components  
Jewels: 41  
Frequency: 36,000 VpH (5Hz)  
Power-reserve: min. 50 hours  
Finishes: Platinum counterweight of the gyroscopic system

### FUNCTIONS

Hours and minutes offset at 12 o’clock  
Small seconds at 9 o’clock  
Self-regulating Gravity Control module at 6 o’clock  
Power-reserve indication at 2 o’clock

### CASE, DIAL & HANDS

Diameter: 44mm  
Diameter opening: 35.5mm  
Thickness: 14.85mm  
Crystal: Domed sapphire crystal with anti-reflective treatment on both sides  
Case-back: Decorated transparent sapphire crystal  
Material: 18-ct Rose Gold  
Water-resistance: 10 ATM  
Dial: Openworked with mexican touches colors  
Hour-markers: Gold-plated, faceted and coated with black Super-LumiNova®  
Hands: Gold-plated, faceted and coated with Super-LumiNova®

### STRAP & BUCKLE

Rose Gold bracelet  
Rose gold folding buckle



EMBARGO OCTOBER 16<sup>th</sup>, 2018

## DEFY ZERO G – 44MM

SKULL EDITION - UNIQUE PIECE

### TECHNICAL DETAILS

Référence : 30.9002.8812/75.M9002

### KEY POINTS

“Gravity Control” gyroscopic module that ensures horizontal positioning of the regulating organ  
Inspired by the legendary marine chronometers.  
Skeletonised movement : El Primero 8812 S  
Entirely engraved case and bracelet  
Openworked dial with mexican touches colors

### MOVEMENT

El Primero 8812 S, Manual  
Calibre: 16 ¾` `` (Diameter: 38.5mm)  
Movement thickness: 7.85mm  
Components: 324  
Gyroscopic carriage made of 139 components  
Jewels: 41  
Frequency: 36,000 VpH (5Hz)  
Power-reserve: min. 50 hours  
Finishes: Platinum counterweight of the gyroscopic system

### FUNCTIONS

Hours and minutes offset at 12 o'clock  
Small seconds at 9 o'clock  
Self-regulating Gravity Control module at 6 o'clock  
Power-reserve indication at 2 o'clock

### CASE, DIAL & HANDS

Diameter: 44mm  
Diameter opening: 35.5mm  
Thickness: 14.85mm  
Crystal: Domed sapphire crystal with anti-reflective treatment on both sides  
Case-back: Decorated transparent sapphire crystal  
Material: 18-ct Yellow Gold  
Water-resistance: 10 ATM  
Dial: Openworked with mexican touches colors  
Hour-markers: Gold-plated, faceted and coated with black Super-LumiNova®  
Hands: Gold-plated, faceted and coated with Super-LumiNova®

### STRAP & BUCKLE

Yellow Gold bracelet  
Yellow gold folding buckle



EMBARGO OCTOBER 16<sup>th</sup>, 2018

## DEFY ZERO G – 44MM

VIRGEN DE GUADALUPE EDITION - UNIQUE PIECE

### TECHNICAL DETAILS

Reference : 95.9004.8812/80.M9003

### KEY POINTS

“Gravity Control” gyroscopic module that ensures horizontal positioning of the regulating organ  
Inspired by the legendary marine chronometers.  
Skeletonised movement : El Primero 8812 S  
Entirely engraved case and bracelet  
Openworked dial with mexican touches colors

### MOVEMENT

El Primero 8812 S, Manual  
Calibre: 16  $\frac{3}{4}$ '' (Diameter: 38.5mm)  
Movement thickness: 7.85mm  
Components: 324  
Gyroscopic carriage made of 139 components  
Jewels: 41  
Frequency: 36,000 VpH (5Hz)  
Power-reserve: min. 50 hours  
Finishes: Platinum counterweight of the gyroscopic system

### FUNCTIONS

Hours and minutes offset at 12 o'clock  
Small seconds at 9 o'clock  
Self-regulating Gravity Control module at 6 o'clock  
Power-reserve indication at 2 o'clock

### CASE, DIAL & HANDS

Diameter: 44mm  
Diameter opening: 35.5mm  
Thickness: 14.85mm  
Crystal: Domed sapphire crystal with anti-reflective treatment on both sides  
Case-back: Decorated transparent sapphire crystal  
Material: Brushed Titanium  
Water-resistance: 10 ATM  
Dial: Openworked with mexican touches colors  
Hour-markers: Rhodium-plated, faceted and coated with Super-LumiNova®  
Hands: Rhodium-plated, faceted and coated with Super-LumiNova®

### STRAP & BUCKLE

Titanium bracelet  
Titanium folding buckle





EMBARGO OCTOBER 16<sup>th</sup>, 2018

## DEFY ZERO G – 44MM

VIRGEN DE GUADALUPE EDITION - UNIQUE PIECE

### TECHNICAL DETAILS

Reference : 18.9002.8812/76.M9002

### KEY POINTS

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that ensures horizontal positioning of the regulating organ  
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Skeletonised movement : El Primero 8812 S  
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Hour-markers: Gold-plated, faceted and coated with black Super-LumiNova®  
Hands: Gold-plated, faceted and coated with Super-LumiNova®

### STRAP & BUCKLE

Rose Gold bracelet  
Rose gold folding buckle



EMBARGO OCTOBER 16<sup>th</sup>, 2018

## DEFY ZERO G – 44MM

VIRGEN DE GUADALUPE EDITION - UNIQUE PIECE

### TECHNICAL DETAILS

Reference : 30.9001.8812/75.M9001

### KEY POINTS

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Skeletonised movement : El Primero 8812 S  
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Openworked dial with mexican touches colors

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Hour-markers: Gold-plated, faceted and coated with black Super-LumiNova®  
Hands: Gold-plated, faceted and coated with Super-LumiNova®

### STRAP & BUCKLE

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Yellow gold folding buckle

