



## Flying pioneer and new ZENITH friend of the brand Franky Zapata reaches his star

August 4th 2019 (Le Locle, Switzerland) - Personifying the key ZENITH values of determination and perseverance against all odds, Franky Zapata has successfully completed his second attempt at a unique solo flight from France to England. At the joystick of his legendary jet-propelled Flyboard Air, and with a Zenith Type 20 Chronograph Adventure watch strapped to his wrist, the super flying man and new ZENITH friend of the brand thereby vividly commemorated the 110th anniversary of Louis Bleriot's historic 1909 flight across the English Channel.

ZENITH stands for pushing the limits of feasibility and inspiring one and all to reach for their star, whatever the difficulties or obstacles encountered. Zapata's impressive athleticism, trailblazing attitude reflect these intrinsic qualities, as does his ability to remain undaunted by challenges and learn from each new experience. While Bleriot's repeated previous failures had led him to be dubbed "the king of wrecks" until he finally crossed the Channel in 1909, Zapata required just two attempts to achieve this particular dream. Fittingly, he was wearing the Zenith Pilot Type 20 Adventure, a watch symbolising the unswerving determination that propels Zenith and its followers towards their very own star.

### **Indomitable character and determination**

The sturdy Zenith Pilot Type 20 Adventure with its signature user-friendly wide ratcheted crown is driven by an automatic El Primero column-wheel chronograph movement and delivers a 50-hour power reserve. Its highly legible grained khaki green dial features oversized Arabic numerals entirely made of Super-LumiNova®, while its bronze 45 mm case is secured to the wrist by a khaki matrix calfskin leather strap or a fully-interchangeable camouflage fabric alternative. All of which made it an indomitable partner for this new technological and intensely human accomplishment.

### **ZENITH: the future of Swiss watchmaking**

With innovation as its guiding star, Zenith features exceptional in-house developed and manufactured movements in all its watches, such as the DEFY Inventor with its monolithic oscillator of exceptional precision, and the DEFY El Primero 21 with its high-frequency 1/100th of a second chronograph. Since its establishment in 1865, Zenith has consistently redefined the notions of precision and innovation, including the first "Pilot Watch" at the dawn of aviation and the first serially produced "El Primero" automatic chronograph calibre. Always one step ahead, Zenith is writing a new chapter in its unique legacy by setting new standards of performance and inspired design. Zenith is here to shape the future of Swiss watchmaking, accompanying those who dare to challenge time itself and reach for the stars.

### **PRESS ROOM**

For additional pictures please access the below link

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