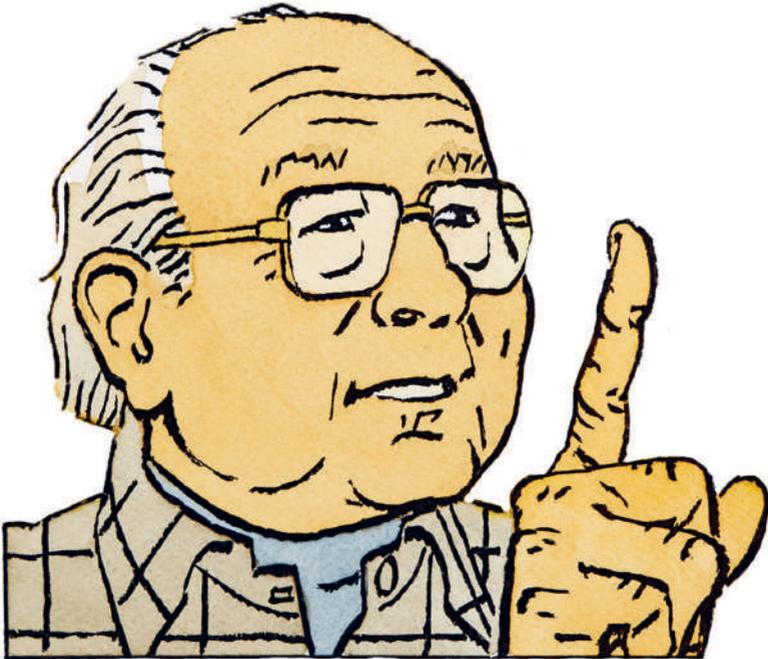


CHARLES VERMOT

A FORGOTTEN TREASURE



COSEY X ZENITH

50 YEARS OF EL PRIMERO

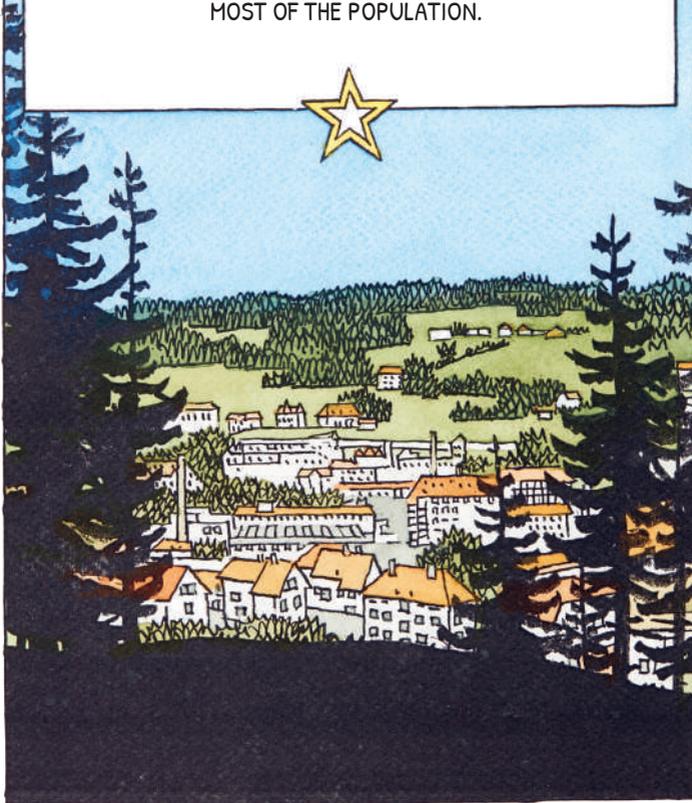
PAST, PRESENT AND FUTURE. EL PRIMERO HAS BEEN FLOWING THROUGH THE VEINS OF ZENITH FOR 50 YEARS.

THE HISTORY OF THIS HIGH-FREQUENCY STAR, BORN IN 1969, CONTINUES TODAY AND TOMORROW, WITH THE ICONIC CHRONOMASTER EL PRIMERO AND THE FUTURISTIC DEFY.

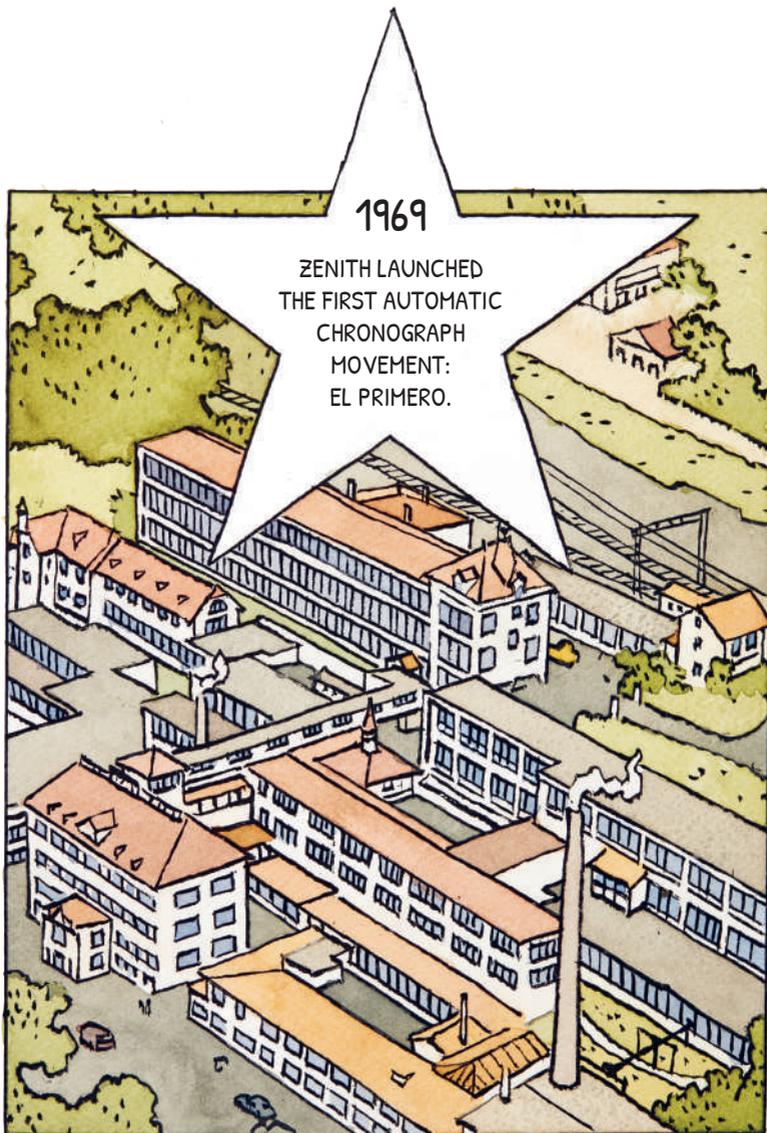
TO CELEBRATE THE UNIQUE DESTINY OF EL PRIMERO – THE WORLD'S FIRST INTEGRATED AND MOST ACCURATE AUTOMATIC CHRONOGRAPH –, ZENITH PARTNERS WITH COSEY, A SWISS COMIC BOOK AUTHOR, TO TELL THE STORY OF CHARLES VERMOT THROUGH ORIGINAL DRAWINGS.

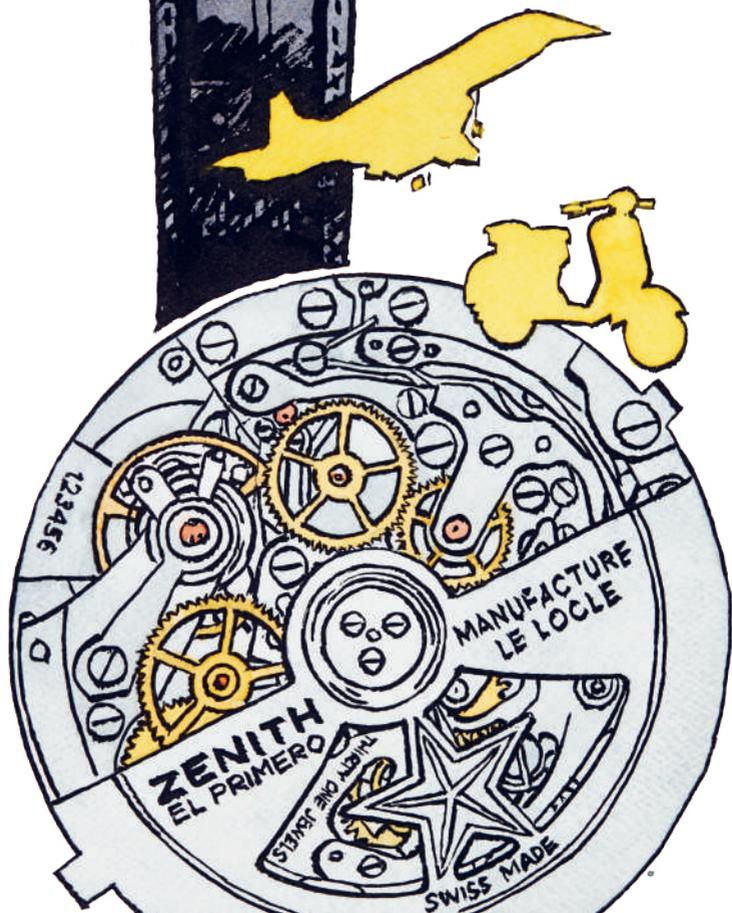
LE LOCLE

A PEACEFUL LITTLE SWISS TOWN,
WHERE THE WATCHMAKING INDUSTRY EMPLOYS
MOST OF THE POPULATION.



IT WAS HERE IN 1865 THAT GEORGES FAVRE-JACOT FOUNDED THE
WATCH MOVEMENT WORKSHOP THAT WOULD SOON BECOME THE
FACTORY PRODUCING ZENITH'S LEGENDARY TIMEPIECES.





A GENUINE
TECHNOLOGICAL
REVOLUTION,
THE AUTOMATIC
CHRONOGRAPH
EL PRIMERO QUICKLY
BECAME A 20TH
CENTURY ICON.

BUT TIMES CHANGED...
BEFORE LONG, A NEW WAVE OF QUARTZ WATCHES SURGED ACROSS
THE WHOLE PLANET, PUSHING OUT MECHANICAL MOVEMENTS.



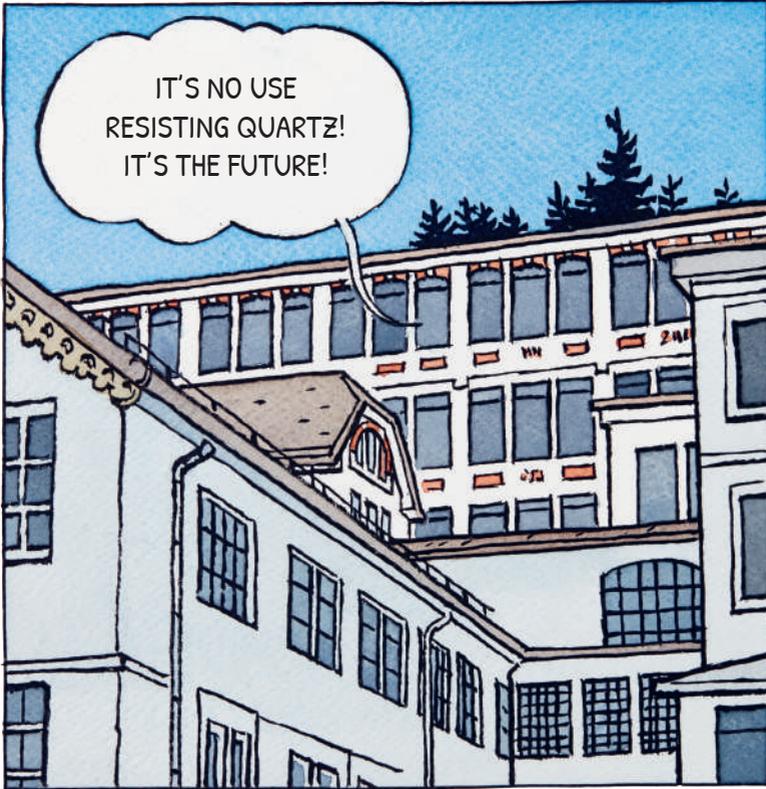
1971

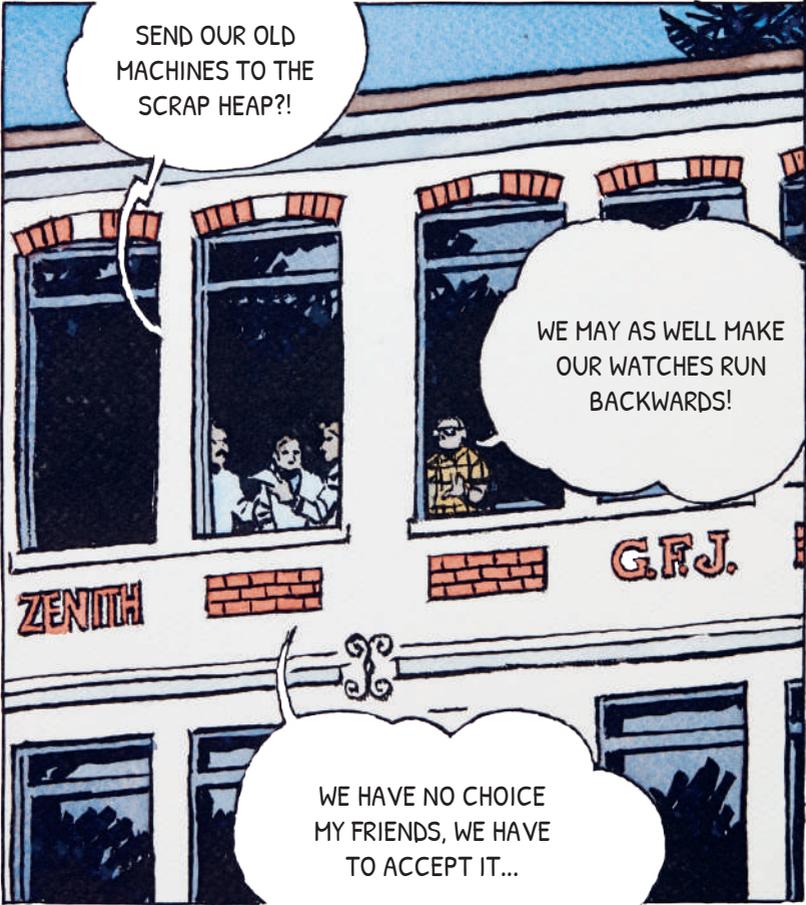
HAVING RUN OUT OF STEAM, ZENITH WAS BOUGHT OUT BY ITS CHICAGO-BASED NAMESAKE: ZENITH RADIO CORPORATION.



1975

SAW THE END OF ALL MECHANICAL PRODUCTION.





SEND OUR OLD
MACHINES TO THE
SCRAP HEAP?!

WE MAY AS WELL MAKE
OUR WATCHES RUN
BACKWARDS!

WE HAVE NO CHOICE
MY FRIENDS, WE HAVE
TO ACCEPT IT...

I KNOW THEY'RE NOT BAD GUYS, BUT
THEY'RE MAKING A BIG MISTAKE.



BUT NOT EVERYONE WAS ON BOARD WITH THIS DECISION. CHARLES VERMOT, A
WORKSHOP FOREMAN, PERSISTED IN BELIEVING THAT MECHANICAL WATCHES WOULD
BE BACK, EVEN THOUGH HIS COLLEAGUES ALL GAVE IN ONE BY ONE.

RISKING HIS JOB, CHARLES VERMOT WROTE TO THE COMPANY'S SENIOR MANAGEMENT TO EXPRESS HIS DISAGREEMENT, GOING OVER THE HEADS OF HIS SUPERIORS WHO WERE ALREADY WON OVER BY QUARTZ. HE TOLD THEM THAT THE CRISIS IN MECHANICAL WATCHMAKING WAS TEMPORARY.



NO REPLY. BUT SHORTLY AFTERWARDS, THE ORDER
CAME FROM HIS SUPERIORS TO...





VERMOT WOULD NOT GIVE IN. THAT NIGHT, WITHOUT A WORD, HE TOOK EACH PIECE ONE BY ONE AND STORED THEM SECRETLY IN THE ZENITH ATTIC.

WHILE LE LOCLE SLEPT, HE CONSCIENTIOUSLY CATEGORISED,
LABELLED AND PUT AWAY HUNDREDS OF PIECES.



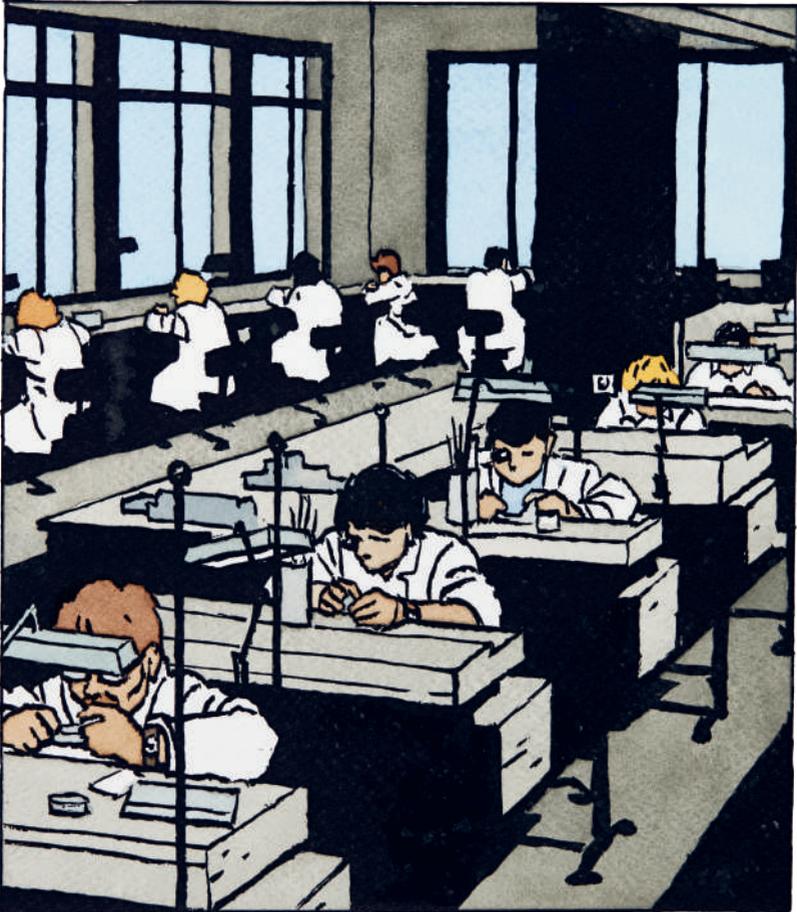


HE DESCRIBED THE ENTIRE MANUFACTURING PROCESS IN HIS NOTEBOOKS, AND HE SORTED AND FILED THE TECHNICAL DRAWINGS AND DATA SHEETS FOR THE ABANDONED AUTOMATIC CHRONOGRAPH.



THERE, BEHIND A DOOR CAREFULLY WALLED UP BY CHARLES VERMOT, THE PRESSES, CAMS, CUTTING TOOLS AND OTHER TREASURES LAY IN SECRET.

NOW EL PRIMERO WAS FORGOTTEN - AND ITS BEAUTIFUL PRECISION
MECHANICS ALONG WITH IT. ALL THE WORKSHOPS NOW WORKED
WITH QUARTZ.



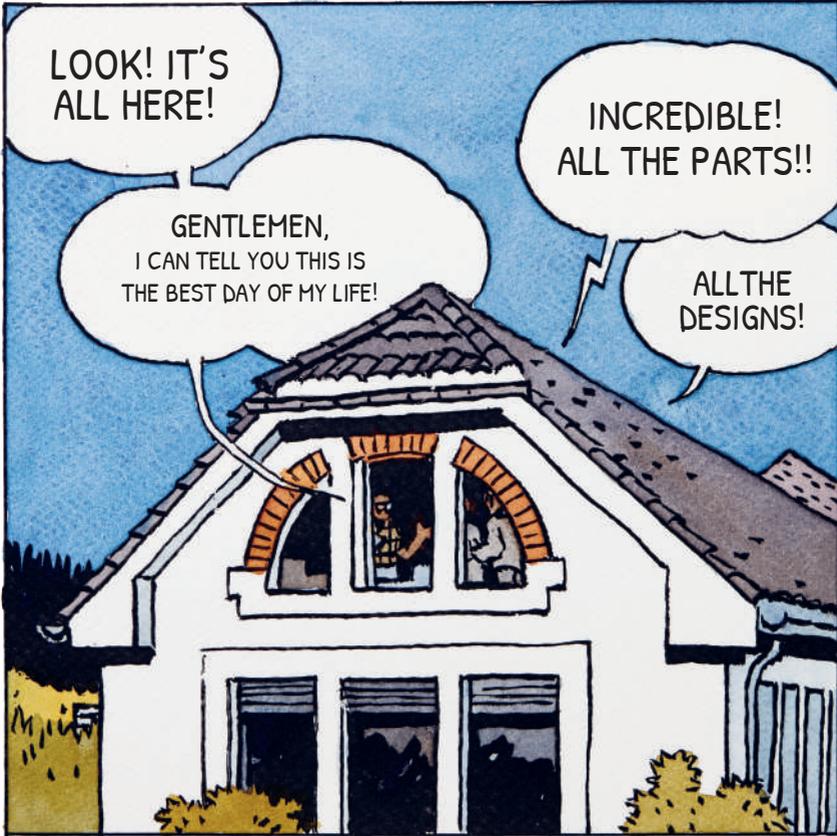
1982

THEN CAME AN UNEXPECTED TURNAROUND. EBEL, AND THEN ROLEX, BECAME INTERESTED IN EL PRIMERO'S MECHANICAL MOVEMENT, WANTING TO USE IT IN SOME OF THEIR MODELS.

ZENITH CONSIDERED RESTARTING PRODUCTION, BUT THE DIFFICULTIES SEEMED INSURMOUNTABLE AND THE COST ASTRONOMICAL.

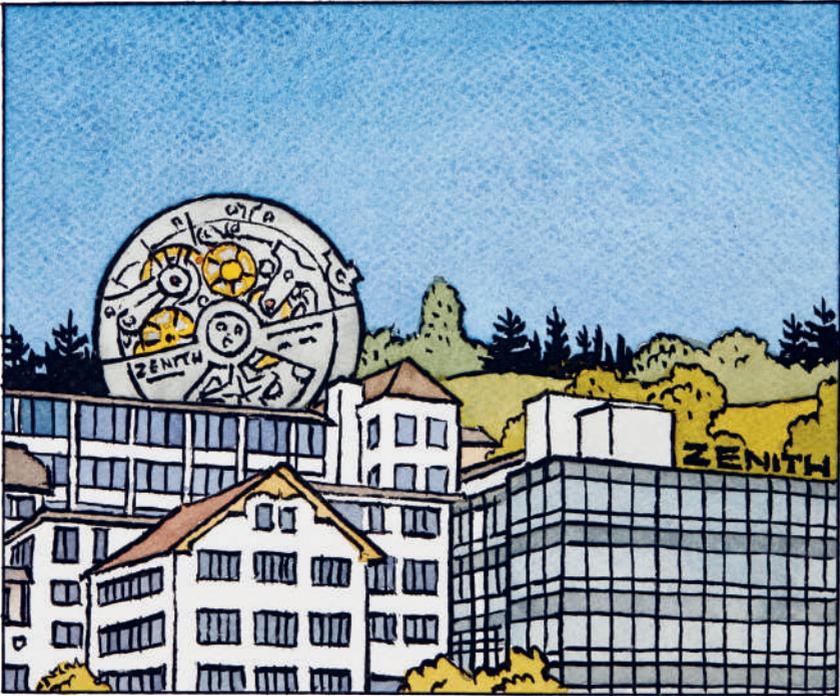


AT LAST CHARLES VERMOT INTERVENED. HE REVEALED HIS SECRET - HIS HIDDEN TREASURE.



1983

AWOKEN BY CHARLES VERMOT AFTER NEARLY TEN YEARS OF SLUMBER,
THE EL PRIMERO ONCE AGAIN LEFT THE FACTORY FLOOR IN LE LOCLE.



TODAY, ZENITH CONTINUES TO EVOLVE WITH THE BRAND NEW MOVEMENT EL PRIMERO 21 AND ITS BALANCE WHEEL IN THE IMAGE OF THE 150 YEAR-OLD BRAND.



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