

**MOVING TO
THE SAME BEAT:
ZENITH AND
SUPERSTAR DJ
CARL COX UNVEIL
DEFY EXTREME
LIMITED EDITION**

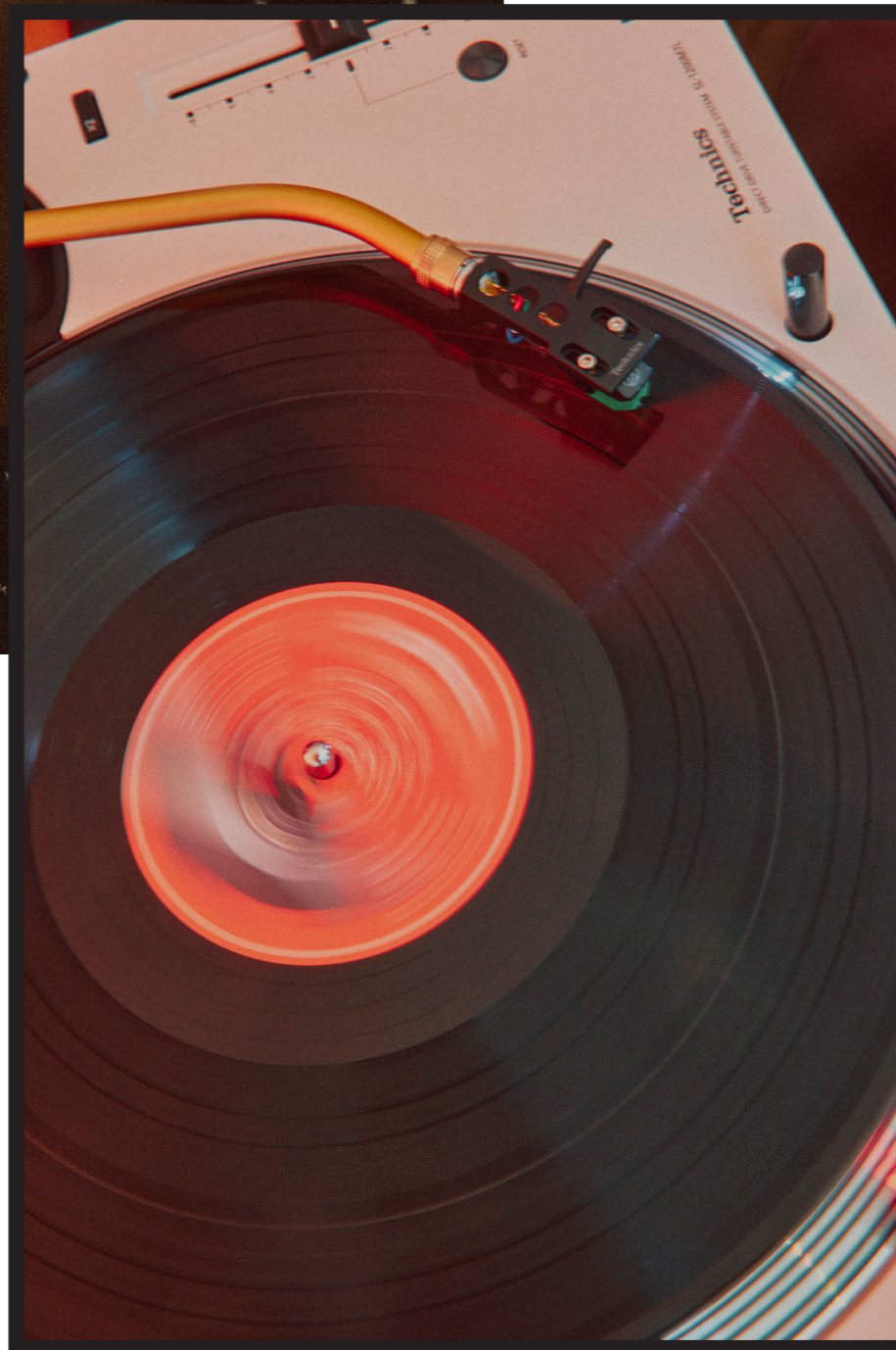


London, September 21, 2023: ZENITH and Carl Cox celebrate the unveiling of his eponymous DEFY Extreme limited edition of 100 pieces inspired by the world of DJing. Following the watch's unveiling, Carl played an exclusive set, his final London show of 2023, at the iconic Raffles in Chelsea where a capacity crowd were treated to one of electronic music's all-time greatest doing what he does best.

British DJ, producer and ZENITH friend of the brand Carl Cox is a living legend in the world of electronic music. Unanimously regarded as a pioneer in his field, Carl Cox is credited with bringing his craft to new heights with his unique sound continuously moving global audiences. With ZENITH, he shows that he not only shares a spirit of innovation and daringness, but also values authenticity and being true to oneself above all else.

The DEFY Extreme Carl Cox is the eagerly awaited second act to the DEFY 21 Carl Cox edition released in 2020. This time, ZENITH and the internationally renowned DJ are turning it up the volume a few notches and further exploring the world of electronic music with their second collaborative timepiece, a limited edition of 100 pieces.





On the newest chapter of this longstanding friendship, ZENITH CEO Julien Tornare shared, *"Always cheerful, positive and buzzing with energy, Carl Cox really inspires us and proves that if you're passionate and driven by what you do, nothing is impossible. For our second watch created together, we really wanted to dive deeper into his rhythmic world and go back to his early days of DJing with analogue instruments. The result is ZENITH's most advanced chronograph reimagined by Carl Cox in a retro-futuristic and even minimalist way, and it's truly special."*

For the DEFY Extreme Carl Cox limited edition, ZENITH returned to the source to draw inspiration from one of the most indispensable tools in the legendary DJ's arsenal: the turntable. Using ZENITH's fastest and most rugged chronograph ever made to set the tempo, the idea was to incorporate design cues from Carl Cox' favourite set of turntables. For the first time ever, the DEFY Extreme's case is crafted in matte-finished stainless steel and yellow gold, taking on a much brighter and sparkling look than polished or brushed steel while taking on a minimalistic and nostalgically retro-futuristic look. The matte yellow gold accents on the dodecagonal bezel and pusher guards are inspired by the turntable stylus' golden tonearm.

Carl Cox says: *"I feel so honoured that Zenith have immortalised the three turntables that helped make my name within this watch. Beautifully done and with incredible attention to detail, the watch is a fitting tribute to something that has made dancefloors come to life all over the world from a brand that is known for its mastery of movement. They wanted to do something special and they couldn't have done better! Oh Yes, Oh Yes!"*



The open dial is where the high-frequency mixing takes place. On top of the smoked sapphire crystal base, three black chronograph counters take on the form of miniature vinyl records, with concentric grooves that capture and reflect light as if they were spinning. The minute track is decorated with a pattern of perfectly aligned dots that recall the stroboscope effect found on the sides of Carl Cox' favourite turntables. The power reserve indicator on the smoked sapphire element at 12 o'clock is fashioned like an ON/OFF switch.

Partially visible through the open dial as well as the sapphire case back is the El Primero 9004 calibre. It stands alone as the world's fastest and only serially produced chronograph movement with a high-frequency 50Hz chronograph that offers true 1/100th of a second time measurements. The star-shaped oscillating weight as well as the main plate have been specially decorated in black for the DEFY Extreme Carl Cox limited edition.

Alongside the integrated matte-finished steel bracelet, the DEFY Extreme Carl Cox limited edition also comes with a black rubber strap and a black Velcro strap, which can be easily swapped without any tools by using the case's built-in quick strap-change mechanism.

And because music and movement have brought ZENITH and Carl Cox together, the legendary English electronic music pioneer has curated a special playlist entitled 'Carl Cox X ZENITH' which also includes the first soundtrack Carl Cox ever created for ZENITH called "This is our Time", available on Spotify and on ZENITH's website.

The DEFY Extreme Carl Cox is a limited edition of 100 pieces that will be available to order starting from September 25, exclusively from ZENITH online and at boutiques around the world. Buyers of the limited edition will have the opportunity of meeting Carl Cox personally at selected events.



"Getting to know the team at Zenith so well over the years and personally at some of my shows means that I've had to really pull out the stops to curate a playlist that I feel they'd be happy with. I started with some of the songs that we bonded over initially which include some of those gems I dusted off for my online Cabin Fever sessions. I then sprinkled in the tracks I'm enjoying playing out today - tracks that are bringing people together across dancefloors. Within these tracks I've included some of the lesser-known versions of my own compositions that I created for Electronic Generations and to make sure I pushed this one over the edge I've added some of my special remixes" shared Carl Cox.

ZENITH: TIME TO REACH YOUR STAR

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CARL COX

From warm up DJ at the birth of Acid House to global headliner, Carl Cox continues to inspire and influence audiences and artists. He remains at the very top of his game and continues to innovate and thrill music-lovers on the world's biggest stages. His career in many ways is the story of club culture and an inspiration to those who choose to follow their dreams.

From small clubs to festival main stage, from Stonehenge to the Great Pyramids, from Ibiza to Burning Man - Carl pushes himself constantly be it in his capacity as live electronic artist, the DJ's DJ, motorsport team boss, professional racing driver, producer, promoter, broadcaster and industry ambassador.



Carl Cox contact: alon@worldfamousgroup.com

Alon Shulman, CEO World Famous Group and Carl Cox's exclusive worldwide manager

ZENITH International PR contact: vittoria.pela@zenith-watches.com



DEFY EXTREME CARL COX

Reference: 06.9100.9004/21.1001

Key points: Stronger, bolder and more powerful design. 1/100th of a second Chronograph movement. Exclusive dynamic signature of one rotation per second for the Chrono hand. 1 escapement for the Watch (36,000 VpH - 5 Hz); 1 escapement for the Chronograph (360,000 VpH - 50 Hz). Certified Chronometer. Screwed-in crown. 2 straps included: 1 Rubber with folding buckle & 1 Velcro. Sapphire dial. Full Interchangeable strap system.

Movement: El Primero 9004

Frequency: 36'000 VpH - 5Hz (Watch) and 360,000 VpH - 50 Hz (Chronograph)

Power reserve: min. 50 hours (Watch) and approx. 50 min (Chronograph)

Functions: Hours and minutes in the centre. Small seconds at 9 o'clock. 1/100th of a second Chronograph: Central chronograph hand that makes one turn each second, 30-minute counter at 3 o'clock, 60-second counter at 6 o'clock, Chronograph power-reserve indication at 12 o'clock.

Finishes: Black colored main plate on movement + Special black colored oscillating weight with satined finishings.

Price: 29900 CHF

Material: Microblasted Steel & Yellow Gold

Water resistance: 20 ATM

Case: 45mm

Crystal: Flat sapphire crystal with anti-reflective treatment on both sides

Case-back: Transparent sapphire crystal

Dial: Tinted sapphire with three black-coloured counters

Hour markers: Gold-plated, faceted and coated with SuperLuminova SLN C1

Hands: Gold-plated, faceted and coated with SuperLuminova SLN C1

Bracelet & Buckle: Full interchangeable strap system. 2 straps included: 1 Midnight slate rubber strap with microblasted stainless steel folding clasp & 1 Dark graphite velcro strap with velcro - microblasted buckle.