



ZENITH IS PROUD TO UNVEIL THE CHRONOMASTER SPORT AARON RODGERS EDITION, THE FOOTBALL LEGEND'S FIRST EPONYMOUS WATCH

New York City, October 31, 2023: As an exemplary figure living ZENITH's "Time to Reach Your Star" philosophy to the fullest, legendary quarterback Aaron Rodgers proudly took on the role of brand ambassador in 2021. Today, ZENITH and Aaron Rodgers celebrate a new milestone in their relationship with the launch of the Chronomaster Sport Aaron Rodgers edition- the first timepiece he has designed, limited to 250 pieces.

A living legend on the field, ZENITH ambassador and 4-time MVP, Aaron Rodgers, has come a long way in reaching his star. His passion, perseverance, and discipline have made him one of the greatest athletes to ever play the game. His commitment to excellence and precision, and unique understanding of what a difference a single instant can make, have made Aaron Rodgers the perfect ambassador for ZENITH, the renowned LVMH-owned Swiss watch manufacture.

Over the course of his relationship with ZENITH, Aaron has developed a particular affinity for the Manufacture's **Chronomaster Sport**, which features the latest generation of the renowned El Primero column-wheel chronograph caliber that's able to measure and display 1/10th of a second. A model that exudes performance, agility and elegance while also highlighting ZENITH's unique mastery of the chronograph, the Chronomaster Sport has been a natural choice.

Every meticulous detail of this chronograph resonates with the profound connection that Aaron Rodgers shares with timekeeping and precision. The intricate design, the exquisite craftsmanship, and the carefully selected materials all bear witness to the profound journey of self-expression that Rodgers undertook in the design of this timepiece.

ZENITH CEO Julien Tornare shared, *"I'm absolutely thrilled that our first-ever Chronomaster Sport limited edition was made in honor for our cherished brand ambassador Aaron Rodgers. It is a testament to his unstoppable spirit and determination. He continuously reminds us that the drive to reach your star should never be let go, even in times of challenge. And when you finally reach your star, aim for the next one. We had a wonderful time designing this special edition with Aaron and we are even more pleased to finally be able to share it with the world."*

Aaron Rodgers added, *"I'm so thankful to ZENITH for giving me the opportunity to fulfill a lifelong dream of designing my very own watch. As a history buff I have immense respect for ZENITH's history and visiting their Manufacture last year gave me an even deeper appreciation of their craftsmanship and dedication to excellence. Working with their team to incorporate all the different elements I wanted to include was a fun adventure and I couldn't be happier to see our vision come to life in this watch"*.

Using the steel Chronomaster Sport as the foundation, Aaron Rodgers wanted his limited edition timepiece to heavily feature the color that has accompanied him throughout his phenomenal career. Exceptionally for this edition, the engraved bezel with a 1/10th of a second scale has been crafted in green ceramic. The dial is fashioned in the same shade of green as the bezel and, for the first time in the Chronomaster Sport collection, the hour markers featured are applied luminescent Arabic numerals, resembling jersey numbers. The tricolor dial configuration has been reinterpreted in shades of anthracite, light grey and silver. A three-link steel bracelet with fine-adjustment clasp complete the sporty look and feel without compromising comfort.



The latest in a long line of ZENITH chronographs that have raised the bars of performance and precision, the Chronomaster Sport is equipped with the newest version of the El Primero caliber. With its high frequency of 5 Hz (36'000 VpH), the movement offers a true 1/10th of second indication, for those moments when every fraction of a second can make a difference. Its autonomy has also been rendered more efficient, with an extended power reserve of 60 hours. In further celebration of ZENITH's collaboration with Aaron Rodgers, the sapphire display back is emblazoned with his "AR" logo.

The Chronomaster Sport Aaron Rodgers is a limited edition of 250 pieces and is available for purchase via ZENITH's physical and online boutiques around the world starting November 2, 2023.



ZENITH: TIME TO REACH YOUR STAR.

ZENITH exists to inspire individuals to pursue their dreams and make them come true – against all odds. Since its establishment in 1865, ZENITH became the first vertically integrated Swiss watch manufacture, and its watches have accompanied extraordinary figures that dreamt big and strived to achieve the impossible – from Louis Blériot’s history-making flight across the English Channel to Felix Baumgartner’s record-setting stratospheric free-fall jump. Zenith is also highlighting visionary and trailblazing women by celebrating their accomplishments and creating the DREAMHERS platform where women share their experiences and inspire others to fulfil their dreams.

With innovation as its guiding star, ZENITH exclusively features in-house developed and manufactured movements in all its watches. Since the creation of the El Primero in 1969, the world’s first automatic chronograph calibre, ZENITH has gone on to master high-frequency precision and offers time measurements in fractions of a second, including 1/10th of a second in the Chronomaster collection and 1/100th of a second in the DEFY collection. Because innovation is synonymous with responsibility, the ZENITH HORIZ-ON initiative affirms the brand's commitments to inclusion & diversity, sustainability and employee wellbeing. ZENITH has been shaping the future of Swiss watchmaking since 1865, accompanying those who dare to challenge themselves and reach new heights. The time to reach your star is now.



CHRONOMASTER SPORT AARON RODGERS

Reference: 03.3117.3600/56.M3100

Key points: Tribute to our Brand Ambassador Aaron Rodgers: Limited Edition of 250 units. Automatic El Primero column-wheel chronograph able to measure and display 1/10th of a second. Increased power reserve of 60 hours. Date indication at 4:30. Stop-second mechanism.

Movement: El Primero 3600

Frequency: 36'000 VpH - 5Hz

Power reserve: approx. 60 hours

Functions: Hours and minutes in the centre. Small seconds at 9 o'clock. 1/10th of a second Chronograph: Central chronograph hand that makes one turn in 10 seconds, 60-minute counter at 6 o'clock, 60-second counter at 3 o'clock.

Finishes: New star-shaped oscillating weight with satined finishings

Price: 11900 CHF - 12800 USD

Material: Stainless steel

Water resistance: 10 ATM

Case: 41mm

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

Case-back: Transparent sapphire crystal

Dial: Green-toned lacquered with 3 shades of grey counters

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

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

Bracelet & Buckle: Metal bracelet

