



ZENITH ADDS A NEW REFERENCE TO THE CHRONOMASTER SPORT LINE IN STEEL WITH A METALLIC BLUE DIAL

Le Locle, October 10, 2023: Blue like the vast night sky and all the stars and aspirations it holds. ZENITH is now adding its signature colour to the dial of its most popular modern El Primero chronograph, the Chronomaster Sport. More than just a dial change however, the newest version of the Chronomaster Sport also takes a page from the “DeLuca” and “Rainbow” references of the 1980s and 1990s with a blue dial and polished steel bezel.

Winner of the 2021 Grand Prix d’Horlogerie de Genève “Chronograph” prize, the Chronomaster Sport is the culmination of ZENITH’s unrivaled legacy in crafting automatic high-frequency chronographs. Pushing the boundaries of high-frequency precision, it features a 1/10th of a second chronograph function, with the elapsed time graduated over 10 seconds on the bezel. Sporty, contemporary and unmistakably a ZENITH El Primero, the Chronomaster Sport now comes in an all-steel exterior with a striking blue tricolour dial.

Featuring elements inspired by the most emblematic El Primero references and even ZENITH chronograph references produced before the calibre’s introduction in 1969, the Chronomaster Sport with blue dial heavily draws inspiration from two particular El Primero references: the “DeLuca” from the late 1980s and the “Rainbow” of the early 1990s. For the first time in the Chronomaster Sport steel core collection, the engraved 1/10 th of a second bezel on top of the 41mm steel case with pump-style pushers is crafted in stainless steel instead of ceramic. With its polished surface and black filled engraved markers, it takes on a decidedly retro look, recalling those older El Primero models. The three-link steel bracelet with adjustable clasp completes the sporty-chic look.

Metallic blue with a sunburst finish, the dial of the newest Chronomaster Sport masterfully blends contrasts, textures and depths. And yet, it is not out of historical context. Both the DeLuca and Rainbow were made with blue dial options. One of the most iconic El Primero design features - the tricolour dial - is highlighted in a new context. The chronograph counters in shades of grey and blue are as outstanding as ever, with a difference in tone and finish between the blue counter and the blue dial. The date wheel has also been matched to the dial.

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 latest version of the El Primero calibre, dubbed the El Primero 3600. With its high frequency of 5 Hz (36’000 VpH), the movement offers a true 1/10th of second indication. Its autonomy has also been rendered more efficient, with an extended power reserve of 60 hours. The sapphire display back provides an unobstructed view of the movement’s contemporary, architecture features a sleeker and more open design, revealing a blue column wheel and open rotor marked with the five-pointed star Zenith.

The Chronomaster Sport in steel with blue dial joins the core collection and is available at ZENITH boutiques as well as authorized ZENITH retailers around the world.



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

Reference: 03.3114.3600/51.M3100

Key points: 1/10th of a second indication on the steel bezel. 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: 10400 CHF

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: Blue-toned sunray-patterned with three different-coloured 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

