



ZENITH CONTINUES ITS SUPPORT FOR THE GLOBAL FIGHT AGAINST BREAST CANCER WITH THE CHRONOMASTER SPORT PINK IN SUPPORT OF SUSAN G. KOMEN®

Le Locle, October 02, 2023: During Breast Cancer Awareness Month, ZENITH is once again reaffirming its support for the global fight against breast cancer with the Chronomaster Sport Pink, a limited edition of 500 pieces with a portion of the sales benefitting Susan G. Komen® and which marks the first new dial colour for the steel Chronomaster Sport since the collection's launch in 2021.

A bold colour with a strong message. The **Chronomaster Sport Pink** limited edition is the latest in a long series of ZENITH special and unique watches created to raise awareness on breast cancer. A worthy cause that falls within the ZENITH HORIZ-ON initiative's main pillar of women's empowerment, ZENITH supports Susan G. Komen®, the world's leading breast cancer organization and its mission to raise global awareness about the impact of breast cancer. Alongside numerous activities to be hosted in major cities across the world this October, ZENITH is furthering its commitment during Breast Cancer Awareness Month by using its most popular model, the Chronomaster Sport, to support the cause. The **Chronomaster Sport Pink** limited edition of 500 watches marks the latest action by ZENITH in support of the foundation, with a portion of the sales donated to reach more women and offer access to education, support and hope.

On ZENITH's continued support for the Susan G. Komen foundation, **CEO Julien Tornare** shared *"The Chronomaster Sport is definitely our most emblematic modern El Primero chronograph today, and I'm so happy to see it serve as a vessel to promote the fight against breast cancer and raise awareness. Susan G. Komen is doing an incredible job making a difference for women across the world, and ZENITH is proud and humbled to support their efforts."*

"ZENITH remains a strong advocate and partner to the breast cancer community. ZENITH and Komen demonstrate the power of working together to make a difference to our courageous community," said **Sarah Rosales, Senior Vice President of Corporate Partnerships** at Susan G. Komen. *"With ZENITH's partnership, we are working everyday to create a world without breast cancer. We are truly thankful for their support."*

The **Chronomaster Sport Pink** limited edition reimagines ZENITH's award-winning 1/10th of a second chronograph with a striking pink dial. Its radiant sunburst metallic dial reflecting a range of intense pink hues, while its oversized chronograph counters and even the date wheel have been coloured to match.

In a first for the steel version of the Chronomaster Sport, the engraved 1/10th of a second bezel is crafted in steel instead of ceramic. With its polished surface and black filled engraved markers, it takes on a slightly retro vibe, recalling the El Primero "Rainbow" models of the 1990s. Paired with the three-link steel bracelet, the pink dial truly stands out.

Visible through the sapphire display back is the latest version of the El Primero calibre. With its high frequency of 5 Hz (36'000 VpH), the movement offers a true 1/10th of second indication. The contemporary and efficient construction allows for a power reserve of 60 hours.

The Chronomaster Sport Pink is limited to 500 pieces and available from ZENITH physical and online boutiques as well as authorized retailers around the world. 20% of the proceeds from the sale of the Chronomaster Sport Pink will directly be donated to Susan G. Komen, supporting its efforts to make a positive impact on their community by allowing patients everywhere to live better, longer lives.



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.

ABOUT SUSAN G. KOMEN

Susan G. Komen® is the world's leading nonprofit breast cancer organization, working to save lives and end breast cancer forever. Komen has an unmatched, comprehensive 360-degree approach to fighting this disease across all fronts and supporting millions of people in the U.S. and in countries worldwide. We advocate for patients, drive research breakthroughs, improve access to high-quality care, offer direct patient support and empower people with trustworthy information. Founded by Nancy G. Brinker, who promised her sister, Susan G. Komen, that she would end the disease that claimed Suzy's life, Komen remains committed to supporting those affected by breast cancer today, while tirelessly searching for tomorrow's cures. Visit [komen.org](https://www.komen.org) or call 1-877 GO KOMEN. Connect with us on social at www.komen.org/social.

CHRONOMASTER SPORT PINK

Reference: 03.3109.3600/18.M3100

Key points: Limited Edition of 500 units. Partnership with Charity Susan G Komen to raise money to fight breast cancer. 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: 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: 11400 CHF

Material: Stainless steel

Water resistance: 10 ATM

Case: 41 mm

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

Case-back: Transparent sapphire crystal

Dial: Pink-toned sunray-patterned

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

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

Bracelet & Buckle: Steel bracelet

