



## ZENITH WELCOMES RENOWNED FREERIDER RICHARD PERMIN AS ITS NEW FRIEND OF THE BRAND

**Le Locle, February 26 2024: The worlds of cutting-edge watchmaking and extreme sports collide as ZENITH proudly welcomes freeride skiing sensation Richard Permin as its newest Friend of the Brand.**

Known for his freeride and steep skiing, Richard Permin is recognized as one of the most talented of his generation of skiers. His talent and experience in the art of free skiing redefine the sensation of adventure sports.

After taking part in several freeride ski competitions around the world, he embraced his creative side and chose to participate in and create several films in different extreme environments, including Alaska. His latest film, *Odysseus*, is a symbol of the kind of creative art Richard wants to propose.

Known for his jaw-dropping feats and fearless approach to freeriding, Richard Permin perfectly embodies the ZENITH philosophy of Time To Reach Your Star – pushing one's own boundaries to reach new heights and achieve the impossible. His passion for extreme sports aligns seamlessly with ZENITH's commitment to craftsmanship, precision, and innovation.

**Richard Permin** states: *"Precision in my movements and in my preparation when I want to take on new skiing challenges is a prerequisite for doing a good job and having fun at the same time. ZENITH's meticulous approach to product design is a good match for the rigour I use in preparing my performance projects on skis. The creative and aesthetic side appeals to me enormously, so I felt perfectly at ease with the idea of becoming a Friend of the Brand at ZENITH."*

Never one to shy away from facing extreme challenges head-on, Richard is aiming to reach his next star and setting a new personal record. *"I'm currently working on the next star I'd like to reach. A downhill line never done before with a breathtaking jump!"*

ZENITH CEO **Benoit de Clerck** added, *"ZENITH has always been about pushing the boundaries of what is possible. Richard Permin embodies the spirit of daringness and determination that also drives us, as well as the pursuit of performance and precision symbolized by his Chronomaster Sport Titanium. We are extremely thrilled to welcome him on board as one of our dear Friends of the Brand and look forward to his next adventures!"*

For his most recent adrenaline-filled exploits, Richard Permin has chosen the Chronomaster Sport Titanium on a black rubber strap as his trusty companion. The latest iteration of the award-winning 1/10<sup>th</sup> of a second automatic high-frequency chronograph, the Chronomaster Sport in titanium retains the iconic design, now with a light yet durable case and bezel crafted in grade 5 titanium. Matching its muted tones is the tricolour dial, reimagined in shades of grey.



## **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: 95.3100.3600/39.M3100

**Key points:** Full titanium Chronomaster Sport. 1/10th of a second indication on the titanium bezel. Automatic El Primero column-wheel chronograph able to measure and display 1/10th of a second. 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:** 11400 CHF

**Material:** Titanium

**Water resistance:** 10 ATM

**Case:** 41mm

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

**Case-back:** Transparent sapphire crystal

**Dial:** Nickel-grey sunburst

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

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

**Bracelet & Buckle:** Titanium bracelet with folding clasp



## CHRONOMASTER SPORT

Reference: 95.3100.3600/39.R951

**Key points:** Full titanium Chronomaster Sport. 1/10th of a second indication on the titanium bezel. Automatic El Primero column-wheel chronograph able to measure and display 1/10th of a second. 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:** 10900 CHF

**Material:** Titanium

**Water resistance:** 10 ATM

**Case:** 41mm

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

**Case-back:** Transparent sapphire crystal

**Dial:** Nickel-grey sunburst

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

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

**Bracelet & Buckle:** Black integrated rubber strap with folding clasp

