

BREMONT

CHRONOMETERS

Bremont extends Jaguar collection of watches with the introduction of the MKIII

DECEMBER 2015



Further to the launch of the core collection of Bremont Jaguar watches earlier this year, Bremont is delighted to announce the addition of the MKIII to the range.

This new model is the most pared back timepiece in the range yet still very much in keeping with the design of the MKI and MKII. The MKIII by comparison has a slightly slimmer 43mm polished steel case; the black tachometer-inspired dial design features the date window at the six o'clock position and carries the Jaguar heritage logo right above it. Its hour markings are reminiscent of the numerals found on E-Type instruments and the dial features a distinctive 'red line' quadrant between three and four o'clock also paying homage to the E-Type's tachometer.



The E-Type's speedometer and tachometer inspired the design of the Bremont Jaguar MKIII

As with the other models in this range the iconic winding crown harks back to the Lightweight E-Type using the same original Dunlop 'tyre tread', topped with the Jaguar heritage logo to match that of the dial. Turning the MKIII over reveals further automotive imagery in the form of its closed case back, inspired by wheel centre detailing from the E-Type. The 43mm stainless steel case - which is fitted with a double-domed crystal to enhance the vintage appearance of the watch - is made entirely in the UK by Bremont using its renowned, three-part 'Trip-Tick' technology that also incorporates Bremont's anti-shock movement mount technology.

The B-EBE2000 hardening treatment ensures a hardness seven times greater than that of a normal steel watch. As with the MKI and MKII watches, the MKIII will be supplied with a perforated 'racing' strap in true '60s style.

The two British firms cemented their long-term partnership following an overwhelming response to the creation of six Bremont chronometers which complement each of the six 'continuation' lightweight E-Type sports racing cars being built by Jaguar.

These watches are both dedicated to the road-going Jaguar E-Type which at its 1961 launch was not only the fastest production car in the world but, according to Enzo Ferrari, the most beautiful. In working to capture the E-Type's essence in a wrist watch, Jaguar's Director of Design Ian Callum and the creative team at Bremont homed-in on another of its signature features - the dashboard. At its heart are the speedometer and tachometer (or 'rev counter') and it is these that inspired the look of the Bremont Jaguar collection of watches.

Giles English, Co-Founder Bremont; "We've had such a phenomenal response to the Jaguar watches that it seemed fitting to add an entry price point timepiece into the range. The MKIII is very much a continuation of the existing models and in the slightly slimmer case it adds more of a dress watch feel."

"It has been such an honour working with Ian and the team at Jaguar to create these iconic pieces and we hope E-Type owners and enthusiasts alike enjoy wearing the watches as much as we did designing them."

"Like the Bremont watch we designed to complement the Special GT, or 'Lightweight' E-Type continuation cars, the

Bremont Jaguar collection had to capture the spirit of what is undoubtedly one of the most iconic sports cars of all time in a subtle and intelligent way,” says Ian Callum.

“The result is a range of watches which subtly relay some of the codes of the E-Type, but which are also easy to recognise as having been created with the car in mind. They simply look absolutely right when you wear them in the driving seat - almost as if they had been designed alongside the car back in the ‘60s.”

THE JAGUAR E-TYPE - AN AUTOMOTIVE LEGEND

The Jaguar E-Type sports car, created by former aircraft designer Malcolm Sayer, was unveiled outside the Restaurant du Parc des Eaux Vives during the Geneva Salon at 4.30 pm on March 15, 1961. Its radical appearance and promise of being ‘the fastest production car in the world’ caused near hysteria and resulted in 500 orders being placed during the show.

It’s powered by a race-bred, six-cylinder, 3.8 litre, 265 horsepower engine that gave the car a top speed of 150 mph - yet, at £2,098 for the roadster and £2,197 for the fixed-head coupe, it cost less than half the price of a comparable Ferrari or Aston Martin.



The MKIII extends the Bremont Jaguar collection that celebrates the Jaguar E-Type: Graham Hill raced the lightweight E-Type, just one of many classics

During its 14-year production run, the E-Type evolved to feature first a 4.2 litre engine and, ultimately, Jaguar’s 5.3 litre V12. It was offered with manual or automatic transmission and, in final ‘Series 3’ form, fixed-head models were available only with family-friendly two-plus-two bodywork.

More than 72,000 E-Types were built, with around 12,000 being sold in Britain and the majority going to the USA. Celebrated owners included Frank Sinatra, George Harrison, Britt Ekland, Peter Sellers, Sir Jackie Stewart and George Best.

The best Series 1 ‘flat floor’ E-Type roadsters now command more than £100,000.

ABOUT BREMONT

Bremont is an award-winning British luxury watch brand, manufacturing mechanical watches in Henley-on-Thames, UK. Co-founded by brothers Nick & Giles English in 2002, Bremont has made a substantial impact on the watch industry in a very short period of time. The brand remains true to its original principles of durability, legibility and precision, also manufacturing watches for some of the most exclusive military squadrons around the world.

Bremont continues to play an influential role in revitalising the British watch industry, the birthplace of numerous timekeeping innovations still used today. Recent collaborations have seen Bremont work with the likes of aviation giant Boeing and the iconic British firm Jaguar. 2015 marks the brand's Hollywood film debut in Matthew Vaughn's Kingsman: The Secret Service which additionally sees Nick English making a cameo appearance.

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BREMONT JAGUAR MKIII



TECHNICAL FEATURES

MOVEMENT

Modified calibre 11 ½" BE-36AE automatic chronometer, 25 jewels, Glucydur balance, Anachron balance spring, Nivaflex 1 mainspring, 28,800bph, 38 hour power reserve.

FUNCTIONS

Hour/minute/second, date at 6H.

CASE

Polished and hardened stainless steel Bremont Trip-Tick® construction with scratch resistant DLC treated case barrel. Protective patented anti-shock movement mount. Case diameter 43mm, lug width 22mm, case thickness 13.85mm

CASE BACK

Hardened stainless steel, 5 stainless steel screws and Jaguar Heritage decorated case back.

DIAL

Black metal dial with treated steel hands.

CRYSTAL

Double-domed anti-reflective, scratch resistant sapphire crystal.

WATER RESISTANCE

Water resistant to 10 ATM, 100 metres.

RATINGS

C.O.S.C chronometer tested.

STRAP

Perforated calf leather racing strap with stainless steel pin buckle.

CERTIFICATION

Every watch case and movement is engraved with its Bremont serial number and is accompanied with its C.O.S.C certification.