

# ROLEX DATEJUST



ROLEX

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The amateur rider appearing on the cover does so with the consent of and for the benefit of the "United States Equestrian Team".



ROLEX

## THE ROLEX DATEJUST

The Datejust is one of the Rolex Oyster Perpetuals, famous throughout the world, and synthesizes their essential qualities. Made to endure, it transcends the fragilities of fashion. Its discreet elegance elicits discriminating attention and admiration. The Datejust is an officially certified Swiss chronometer. The Perpetual rotor automatically and silently winds its high quality movement. The change of date, from day to day, is also automatic. At the end of a month of less than 31 days, it is changed by hand with a few turns of the crown and in a few seconds. All Datejust models are fitted with an extremely hard synthetic sapphire crystal. The Oyster case, with its double safety Twinlock winding crown, is warranted pressure-proof to a depth of 330 feet/100 meters.

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## HERMETIC SEALING



One of the chief reasons for the success and fame of the Rolex Oyster is the exceptional quality of its pressure-proofing. This distinctive feature has made Oyster models suitable for wear by swimmers and by amateur as well as professional divers, giving the superbly crafted movements absolute protection against water, sand, salt, dust and other damaging substances. To achieve this result, Rolex had to find ways of sealing the three openings of a watch – the crystal, the case back, and the winding button or crown.

High precision machining, together with several original ideas, led to the solution of problems inherent in the crystal. The protective case back screws into the case; and the crown, which by itself requires 35 operations for its manufacturer, is similarly secured. Each case is engraved with an individual serial number.





## **THE DATEJUST: A RED SEAL ROLEX CHRONOMETER**

The remarkable Oyster case is worthy of protecting the movement it houses. Manufactured with the greatest precision, this movement is equipped with the famous Rolex rotor selfwinding mechanism, the Perpetual. Each movement must undergo fifteen days and nights of rigorous testing, in five positions and at three different temperatures, at the Swiss Official Chronometer-Testing Institute. Only then can it bear the coveted title of "Swiss Chronometer". A final meticulous examination in the Rolex laboratories earns the completed Datejust the right to the Rolex Red Seal. The inscription on the dial "Superlative Chronometer Officially Certified" is a silent witness to the outstanding qualities of the movement it conceals.

The Datejust is one of the great prestige watches of the world. It has earned truly international renown. The Rolex merits the honor in which it is held.

## THE DIFFERENT POSITIONS OF THE WINDING CROWN



### **Pos. 1 - Wearing position**

Fully screwed-down crown.  
In this position the Datejust chronometer is warranted pressure-proof to a depth of 330 feet (100 meters).  
The watch is ready to be worn.



### **Pos. 3 - Date change position**

Crown pulled out to the first notch.  
Turning the crown clockwise advances the date rapidly – which is particularly useful at the end of a month of less than 31 days. (Turning the crown counter-clockwise has no effect.) During these operations, the watch movement continues to function normally.



### **Pos. 2 - Hand winding position**

Crown unscrewed to the point where it is free of the screw threads.  
Watch is in position for handwinding if necessary.



### **Pos. 4 - Time setting position**

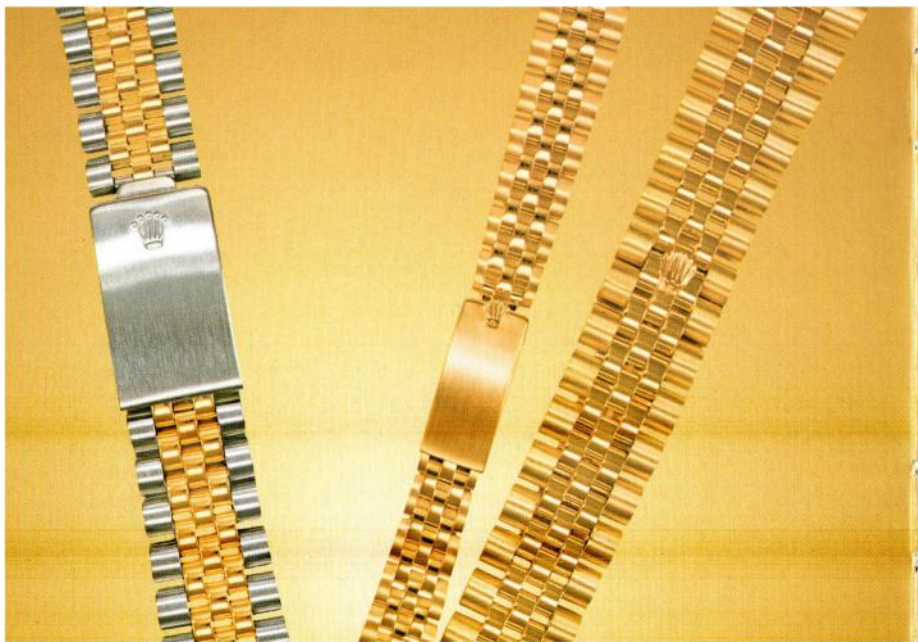
Crown pulled out to the last notch.  
Position for resetting the hands either clockwise or counter-clockwise. The second hand is stopped automatically and will not advance again until the crown is pushed back to Position 2. Screw the crown down fully to make the watch pressure-proof once again.



## THE PERPETUAL ROTOR



The Datejust is an Oyster Perpetual. This term means that its movement is equipped with the automatic selfwinding rotor which transforms the slightest gesture of the wrist into a power reserve stored by the mainspring. This is more than simply a practical device to avoid the tiresome daily task of rewinding. The Perpetual rotor is an ingenious system that keeps the mainspring at a constant optimum tension, a guarantee of long-lasting precision. The Perpetual rotor mechanism consists of a balanced weight rotating freely on a central axis, backwards and forwards, pivoting silently and effectively. When the mainspring is fully wound, a slipping clutch prevents overwinding. This is a system that has been intensively tested and proved utterly reliable.



## THE JUBILEE BRACELET

The Jubilee bracelet has been specially designed for the Rolex Oyster Perpetual Datejust chronometer, adapted to its various sizes and presentations. To a great extent, still today, this bracelet is made by hand. It is produced in gold, in a combination of steel and gold, or wholly in steel, with an adjustable clasp. There is a choice of adjustable clasp, or a concealed clasp for models in 18 kt gold.

*Preserve all of the bright lustre of your Datejust by washing it from time to time in lukewarm water, using soap and a soft brush. After a swim in the sea rinse it in fresh water to remove salt and sand. Always make sure that the crown is fully screwed down before wearing or washing your Datejust.*





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