

PRESS RELEASE
MARCH 2024

SPORTSMAN

THE RETURN OF A RACING ICON



08202 3BU BUIN

08202 3G GIN

1884 **EDOX**
140TH ANNIVERSARY
2024

EDOX SPORTSMAN CHRONOGRAPHE AUTOMATIC

TECHNICAL FEATURES

Ø41MM

- EDOX 082 BASED ON SW 510 BH b
- STAINLESS STEEL
- CHRONOGRAPH
- DOMED SAPPHIRE CRYSTAL
- SCREW-DOWN CROWN
- WATER RESISTANCE 300M / 30 ATM
- SUPER-LUMINOVA ON HANDS AND INDICES
- 16.8 MM CASE HEIGHT
- 173G

RECOMMENDED RETAIL PRICE : € 3'600
LIMITED TO 600 PIECES / INDIVIDUALLY NUMBERED
AVAILABILITY : MARCH 2024



08202 3BU BUIN

SPORTSMAN CHRONOGRAPHE AUTOMATIC - THE RETURN OF A RACING ICON

The roar of engines, the scent of burning rubber, the palpable thrill in the air – the 1970s were the golden age of motorsport, an era where racing legends carved their names into history. It was a time when every turn, every overtake, and every victory was etched into the souls of those who lived and breathed speed.

In this spirit, we introduce the reissues of the EDOX Sportsman Chronographe Automatic watch. Inspired by the glorious heritage of 1970s motorsport and the original model from 1972, these watches embody the competitive essence and elegance of that legendary age while also celebrating EDOX's 140th anniversary. As a tribute to our enduring legacy, the new Sportsman models mark this milestone with the anniversary logo delicately engraved on the rotor, visible through the transparent caseback—an elegant nod to our 140 years of excellence.

The original model was already an icon, but these new models take it even further. They retain the retro charm of the dial with subtly positioned chronograph sub-dials, complemented by meticulously designed indices and hands that pay homage to the classic style while offering significant enhancements. Features include a reliable automatic movement, increased water resistance, improved readability, and versatile wearing options with both a genuine leather strap and a new mesh bracelet.

Highlighting our partnership with BMW M Motorsport, one of the sub-dials proudly dons the distinctive colors of this iconic collaboration. Another element that captures attention is the 41mm diameter watch case. An ode to the original design, its brushed and polished details create a captivating finish, making this watch truly exceptional.

As you wear the EDOX Sportsman Chronographe Automatic, you're not just adorning a timepiece; you're embracing the legacy of 1970s motorsport, and you're carrying the promise of outstanding performance. Every time you glance at your wrist, remember those legends of the past who gave it their all on the track, and let it inspire you to push your own limits.

EDOX - MAITRE HORLOGER DEPUIS 1884

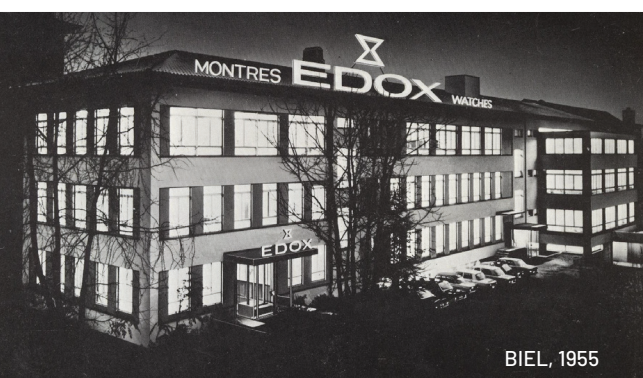
140 YEARS OF EDOX

Like time itself, Swiss boutique watchmaker Edox never stands still. Founder Christian Ruefli-Flury was driven by his heart when, in 1884, he made a pocket watch for his beloved wife Pauline's 25th birthday. Delighted, she convinced him to set up his own company - Edox.

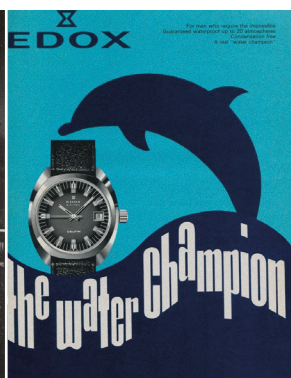
Over the decades Edox has forged a reputation as "The Water Champion" of the watch world, creating world-leading divers' watches. Ruefli-Flury would no doubt be amazed and honoured how his legacy has flourished over the past 140 years.

One of the few remaining family owned Swiss watchmakers, Edox proudly acknowledges its heritage but also embraces innovation and imagination in its collections. Today, Edox is known for its highly water-resistant timepieces, complex hand-polished watch cases and traditional hand assembling.

Edox. A company shaped over time. A company shaping time.



BIEL, 1955



LES GENEVEZ, 2024



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