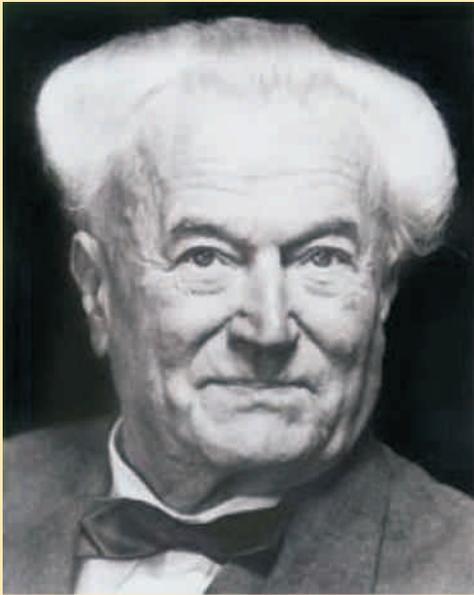




ROLEX

“A Crown For Every Achievement”

CORPORATE LOGOS



Rolex founder, Hans Wilsdorf (1881-1960)

If you asked the average person on the street about watches, they would probably tell you that the market starts with Timex and Casio, moves up to Seiko, then TAG, and reaches its epitome with Rolex.

Rolex is the brand that carries public perception of excellence. It is clearly the best known and most popular fine watch brand in the world. Rolex denotes extremely good watches with immense popularity and recognition. Rolex has long been known as a maker of superior watches. They pioneered and invented several major watch concepts, such as the first "certified chronometer", the first effective "waterproof" and dustproof watch casing, the first wristwatch with an automatic changing date, and the techniques used in mass manufacturing premium watches.

History

The beginnings of Rolex Watch Company were very humble compared to its current extravagant image. Originally founded as Wilsdorf & Davies in 1905 in London, the company had to face a major obstacle initially



Rolex Logo

in the form of fierce criticism against the company ideology. Founder, Hans Wilsdorf believed that wristwatches were the way of the future whereas wrist watches were considered feminine in those days. This belief was mainly because of poor wristwatchmaking of that time. Wristwatches weren't durable enough to withstand the wear and tear that they would face when worn by men. Taking this as a challenge, Wilsdorf embarked upon making wristwatches more durable, and as a result, more "manly". The developments made by Wilsdorf's Rolex Watch Company, not only made Rolex an

international luxury watch icon, but also made a wristwatch the ultimate piece of manly accessory.

Contrary to popular belief, Hans Wilsdorf was neither Swiss, nor a watchmaker. Wilsdorf & Davis was the original name of what later became the Rolex Watch Company. They originally imported Hermann Aegler's Swiss movements to England and placed them in quality cases made by Dennison and others. These early wristwatches were then sold to jewellers, who then put their own names on

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The Rolex Watch - A Priceless Possession



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the dial. The earliest watches from the firm of Wilsdorf and Davis were usually marked

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Rolex has long been known as a maker of superior watches. They pioneered and invented several major watch concepts, such as the first "certified chronometer," the first effective "waterproof" and dustproof watch casing, the first wristwatch with an automatic changing date, and the techniques used in mass-manufacturing of premium watches.

Rolex: Myth vs Truth

Myth: Rolex watches are individually handmade watches.

Truth: Most Rolex watches are mass-produced by highly efficient factory machines using a number of techniques pioneered and patented by Rolex. Rolex makes in the vicinity of 1,000,000 watches a year. They do have some very high-end models and special editions that are handcrafted.

Myth: They are the most accurate watches in the world.

Truth: A Casio or Titan or for that matter any quartz watch will tell time just as well if not better. Spending thousands of dollars on a watch buys you the additional jewelry features of the watch. It does not buy you a more accurate timepiece.

Myth: A Rolex watch takes a year to make.

Truth: While Rolex has claimed this in their advertising, they have never explained any tangible basis for this claim. This is an advertising story to give the romantic illusion that there is a craftsman laboring over your watch for a year to bring it to perfection. This is intended to obscure the fact that they are really mass-produced.

Myth: Rolex watches are a good buy because they have high resale value.

Truth: While used Rolex watches can be sold at a higher percentage of their original retail price than many other brands, this does not mean they are always good investments or safer purchases than other watches. You WILL lose money on almost any watch, Rolex or otherwise, when you purchase a new one and resell it later.



Rolex Logo 2

“Rolex is evolutionary not revolutionary.” Even with competition from legitimate and illegitimate imitators, Rolex continues to produce new watches, new technologies. Although still very secretive, it is estimated that Rolex produces approximately 2000 watches a day and has been consistently ranked in the top 100 global companies.



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originally funded by Hans Wilsdorf and the Aegler family. According to the foundation's documentation, Rolex SA can never be sold, nor traded on any stock market.

Amazingly, Rolex watches only make up about 1% of the total Swiss watch production.

Rolex Logo

The Rolex logo is a crown and its name is Oyster. Although very little has been written about the Rolex logo and its origins, some



Rolex has had only one slogan up until now: "A Crown For Every Achievement"

people believe that the answer to the origins of the Rolex logo can be found in the personality of the Rolex Founder, Hans Wilsdorf. Wilsdorf was known for his love of exquisite things and the sea. This probably explains why most of the Rolex watches are named after the sea; Submariner, Sea-Dweller, Yacht Master, etc. A crown describes prestige and perfection, qualities that Rolex has always strived for, and the crown of the sea is held by an oyster. This is what can be made out of the Rolex logo.

Rolex has had only one slogan up until now: "A Crown For Every Achievement"

Name Rolex

Although the firm was very successful being known as Wilsdorf & Davis, Mr. Wilsdorf sought to establish a trade name that would identify the company and the products that it made. Therefore, on 2 July, 1908 the now famous name of 'Rolex' was coined. There is much speculation as to the precise meaning of this name, but what is known is that this name was chosen for very sound reasons. Mr. Wilsdorf wanted a name that was, "... short, yet significant, not cumbersome on the dial (thus leaving room enough for the inscription of the English trader's name) and above all a word easy to memorise, with a pleasant sound and have its pronunciation unchanged whatever European language it is spoken in."

However, using the manufacturer's trade name on the dial of a watch was going against the accepted practice of the time. Historically, it was the importer's name and not the manufacturer's that was displayed on the watch dial. It would take time, money and a major technical innovation to break this tradition. Initially, Rolex were successful in having 1 watch in every 6 carrying their trade name and by 1925 this had only increased to 3 in 6. Tiring of the slow progress, Mr. Wilsdorf took an enlightened step.

He spent £12,000 a year, a huge amount for that time, to publicise the Rolex name and heighten public awareness of the brand. This action helped increase the watches supplied with the Rolex trade name to 5 in 6. Yet, it was not until the invention of the 'Oyster' case that Rolex could dictate to the importers that every watch supplied by them must carry the Rolex name.

