

Victorinox Swiss Army: special editions for a very special year

“Inspired by the ingenuity of the Original Swiss Army Knife”: the motto underlying the philosophy of Victorinox Swiss Army’s timepieces has never been more appropriate than in 2009, which marked the 125th anniversary of Victorinox and the 20th anniversary of its watchmaking division. This double milestone has been celebrated with spectacular special editions, among which a travel alarm clock designed after the legendary Swiss Army Knife by Victorinox.



Ingenuity, functionality and reliability have been the legendary trademarks of Victorinox and its iconic Original Swiss Army Knife since 1884. 125 years later, as the company celebrates its Jubilee in 2009, these qualities are still at the heart of every Victorinox product, and certainly count among the signature features of the genuine Swiss-made timepieces created and manufactured by Victorinox Swiss Army since twenty years. The company’s experience in Swiss watchmaking does indeed go back to 1989, when the first timepieces were introduced in the United States under the name “Swiss Army”, following on from the Swiss Army Knife’s high popularity and recognition. Twenty years later, Victorinox Swiss Army watches have matured into high-quality timepieces that fulfill the brand’s positioning in “practical luxury” and come in three distinct product lines: Active, Classic and Professional. The Active line is made for the modern active lifestyle, the Classic line dedicates itself to sporty and luxurious timepieces with timeless styling, while the Professional line stands out for its sophisticated functions and the technical excellence of its movements. The watchmaking know-how of the Biel-based company is however certainly best exemplified by its special editions such as the latest Alpnach Power Gauge Limited Edition or the unique Travel Alarm 1884 Limited Edition which was developed especially for Victorinox’s 125th anniversary.



Alpnach Power Gauge Limited Edition

The new aviation-minded limited edition timepiece from Victorinox Swiss Army draws inspiration from a very special aircraft of the Swiss Air Force: the Cougar AS 532 helicopter. This twin-engined multipurpose chopper combines sturdiness, reliability and functionality, qualities that embody the spirit of Victorinox Swiss Army watches. The Alpnach Power Gauge Limited Edition is named after the Cougar helicopter base of the Swiss Air Force in Alpnach, at the foot of the Alps. The two signature features of this special model are its four-blade small seconds indicator at 9 o'clock, designed after the rotor of the Cougar helicopter, and the mechanical movement's 42-hour power reserve, or

"Power Gauge" indicator at 3 o'clock, inspired by cockpit instruments. The bezel, crown and chronograph pushers are coated with black PVD, a process widely used in aircrafts. The rotating bezel offers an original 60-minute visual countdown function designed for precision time-tracking, and a tachymeter scale allows speed measurements. The robust mechanical self-winding movement drives a chronograph with 1/4th of a second precision. This limited edition's special finishes include black PVD coatings on an otherwise brushed stainless steel case, as well as luxurious hand-sewn, Swiss-made Barenia leather straps offering exceptional comfort. This select timepiece is limited to 532 units worldwide, after the model number of the Cougar AS 532 helicopter.



Travel Alarm 1884 Limited Edition

To celebrate the 125th anniversary of its parent company Victorinox, the watch design team at Victorinox Swiss Army fulfilled the old dream of combining a timepiece with the folding system invented for the Victorinox pocketknife in 1884. Joining their forces, the technical teams of both the knife and watch divisions have managed to apply the principle of the retractable blade to the design of a stylish travel alarm. The resulting timepiece features the same spring effect and "click" sound as the Original Swiss Army Knife, the same red side-panels, and even includes the famous toothpick and tweezers found in all Victorinox pocket knives!

The dial and side-panels adopt the red and yellow-gold jubilee colors of Victorinox 125th anniversary. The front panel features the cross and shield logo in gold, while the back panel is stamped with the Victorinox anniversary seal: "125 years, your companion for life". Reflecting a unique combination between the worlds of knives and timepieces, this object sports a Swiss-made quartz movement with an alarm feature, activated by a pusher at 2 o'clock, a date calendar, as well as the functional design and high legibility typical of all Victorinox Swiss Army timepieces. This very special model is limited to 1884 pieces worldwide in honour of the founding year of Victorinox.



New releases for 2010

Practical luxury from Victorinox Swiss Army also comes for active women: three new Chrono Classic Lady timepieces enrich the Spring 2010 collections with sophistication and colors. The new All-White and Coral Pink chronograph models entice with their genuine mother-of-pearl dials, applique numbers and subdials and genuine leather straps in matching colours. The large 41 mm stainless steel case with dual finish

enhances their sporty elegant look. These fine feminine timepieces house a high precision Swiss-made quartz chronograph movement with 1/10th of a second precision timing, date display and a tachymeter scale on the bezel. A special edition with a stunning caramel dial and matching alligator-style leather strap goes even further in sophistication with its diamond-set bezel and white natural mother-of-pearl chronograph subdials. These new releases are available as of early 2010.