

EL PRIMERO "LEGEND OF COHIBA"

TIME UNITES TWIN TRADITIONS OF PRODUCTION AND EXPERTISE



ZENITH
FOR
COHIBA



EL PRIMERO "LEGEND OF COHIBA" TIME UNITES TWIN TRADITIONS OF PRODUCTION AND EXPERTISE

After celebrating the 50th anniversary of Cohiba with the creation of three commemorative limited editions, the Manufacture Zenith is paying tribute today to this Cuban legend with the production of a watch that fits into the very heart of its collection. The El Primero "Legend of Cohiba" embodies the excellence, precision and expertise that unite Zenith and Cohiba. Lovers of beautiful objects and fans of blue swirls, for which cigars are a rendez vous with time and pleasure, are sure to fall for this subtle blend of pink gold and Havana hues.

Half a century after their creation, the Habanos Cohiba and El Primero watches still retain the attributes that have forged their reputation and their multi-award-winning excellence. More than 50 years ago in 1962, the first lines of the El Primero movement appeared on a drawing board. The aim was to create an iconic watch for the 100th anniversary of the Manufacture Zenith in 1965. Given the enormity of resolving the complexity of this legendary calibre, this watchmaking feat was finally achieved in 1969. Meanwhile, the 'flagship of all Habanos', Cohiba was in 1966. Time has now united two icons through the creation in 2016 of a unique watch collection celebrating their excellence, expertise and supremacy.

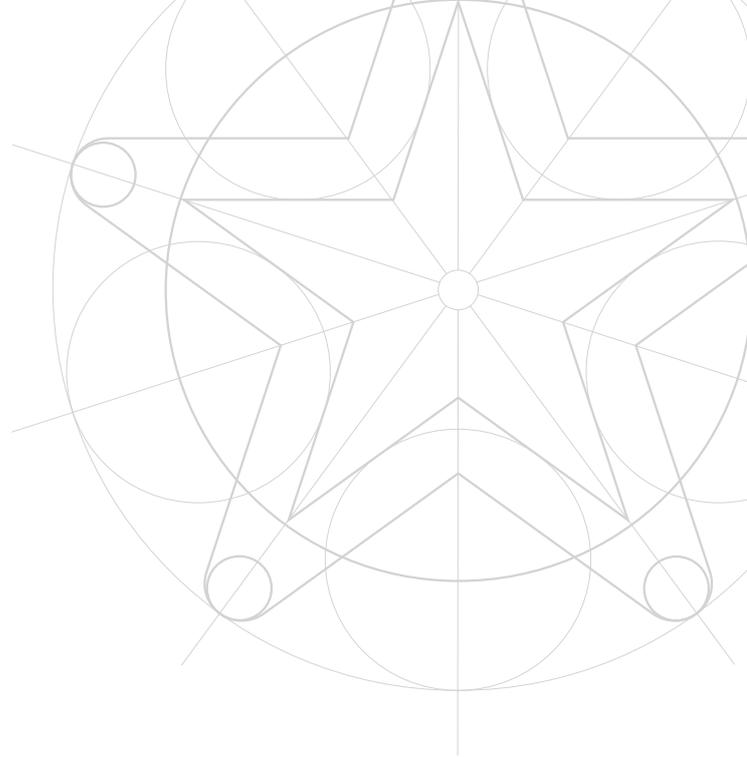




A Habano is a prestigious object that, just like a watch, embodies an entire tradition of historical production and know-how. Tobacco came to the Old World following the discovery of the New World by Christopher Columbus. More than 500 years later, the most famous brand in the world is partnering with the Manufacture Zenith in a joint celebration of what time has brought them. On this occasion, the El Primero "Legend of Cohiba" housing its emblematic El Primero movement – the world's most precise high-frequency chronograph punctuating the time at a frequency of 36,000 vibrations an hour and markings tenths of seconds – sets aside its legendary tricolour light grey, anthracite and blue outfit to adopt the colours of the 'Flagship of all Habanos'. The case-middle of its 42 mm pink gold case is engraved with the year 1966. The small seconds at 9 o'clock reveals the profile of the aboriginal chief Taíno – the emblem of the brand Cohiba. The dial displays the golden nuances of a tobacco leaf and bears the signature Cohiba rings. In a subtle reminder of measurement, its emblematic lines cross the dial, vertically accentuating the width of the watch, just like a cigar on which they indicate the diameter. Complemented by a brown alligator leather strap with orange and yellow-tinted lining, the watch comes in an exclusive wooden presentation box featuring the same colours as the legendary Habanos.



COHIBA
Habana, Cuba



- | SPECIAL CASE DECORATION WITH THE FOUNDING DATE OF COHIBA: 1966
- | SPECIAL BROWN DIAL WITH COHIBA LOGOS
- | EL PRIMERO CALIBRE 400B: 326 COMPONENTS, 31 JEWELS AND 36,000 VPH
- | AUTOMATIC EL PRIMERO COLUMN-WHEEL CHRONOGRAPH
- | DATE INDICATION AT 6 O'CLOCK

EL PRIMERO

36,000 VPH LEGEND OF COHIBA

MOVEMENT

Movement El Primero 400 B, automatic
Calibre 13 $\frac{1}{4}$ ''' (Diameter: 30 mm)
Movement thickness: 6.6 mm
Components: 326
Frequency: 36,000 VpH (5 Hz)
Power-reserve: Min. 50 hours
Finishes: Oscillating weight with "Côte de Genève" motif

FUNCTIONS

Hours and minutes in the centre
Small seconds at 9 o'clock
Chronograph:
- Central chronograph hand
- 12-hour counter at 6 o'clock
- 30-minute counter at 3 o'clock
Tachymetric scale
Date indication at 6 o'clock

CASE, DIAL & HANDS

Material: 18-carat rose gold
Diameter: 42 mm
Diameter opening: 37.1 mm
Thickness: 12.75 mm
Crystal: Domed sapphire crystal with anti-reflective treatment on both sides
Case-back: Transparent sapphire crystal with anti-reflective treatment on both sides adorned with Cohiba logo
Water-resistance: 10 ATM
Dial: Brown-toned sunray-patterned dial bearing special Cohiba decorations and logos
Hour-markers: Gold-plated, faceted and coated with SuperLuminova SLN C1
Hands: Gold-plated, faceted and coated with SuperLuminova SLN C1

STRAPS & BUCKLES

Brown alligator leather strap with special COHIBA color protective rubber lining
18-carat rose gold pin buckle

Reference: 18.2041.400/76.C795




ZENITH
SINCE 1865

ZENITH | Swiss Watch Manufacture Since 1865

Fabiana Chiacchio | Rue des Billodes 34-36 | CH-2400 Le Locle | Tel. +41 32 930 65 59 | Mobile +41 79 515 47 54
Email: fabiana.chiacchio@zenith-watches.com | www.zenith-watches.com

Zenith is a brand that has been bringing style and substance to the wrists of watchmaking cognoscenti all over the world for more than 150 years. Founded in Le Locle in 1865 by a visionary watchmaker, Georges Favre-Jacot, the Manufacture Zenith gained swift recognition for the precision of its chronometers, with which it has won 2,333 chronometry prizes in a century and a half of existence: an absolute record. Having earned fame thanks to its legendary El Primero calibre – an integrated automatic column-wheel chronograph movement launched in 1969 and endowed with a high frequency of 36,000 vibrations per hour that ensures short-time measurements accurate to the nearest 1/10th of a second – the Manufacture Zenith has since developed over 600 movement variations. Zenith remains one of a select group of traditional luxury watch brands to produce all its movements in-house, the industry's ultimate token of quality. Engaged in several vintage territories such as classic cars, Zenith currently offers a collection of exclusive and ageless finely crafted timepieces designed for sartorially minded men and women. Zenith's rich heritage, tradition, passion and pursuit of excellence reflect the legacy of its slogan "Legends are forever".

CORPORACIÓN HABANOS, S.A. Corporación Habanos, S.A. is the world leader in the commercialisation of Premium cigars both in Cuba as in the rest of the world. It has a network of exclusive distributors present in five continents and in over 150 countries. Habanos, S.A. commercialises 27 premium brands made Totalmente a Mano -Totally by Hand- under the Protected Denomination of Origin (D.O.P.), including brands such as Cohiba, Montecristo, Partagás, Romeo y Julieta, Hoyo de Monterrey and H. Upmann, among others. Habanos are the only cigars that, after over 200 years, continue to be made Totalmente a Mano - Totally by Hand -, and have been a benchmark for the entire world ever since. For further information: www.habanos.com *(DOP – Denominación de Origen Pr otegida / Protected Denomination of Origin)