



**AMPLITUDE**  
Without amplitude there is no precision in mechanical watches. Since its creation in 1865, Zenith mastered the amplitude of its movements, all produced in our manufacture.

**BASELWORLD**  
The place to be. The place to go.  
The annual pilgrimage of the whole watch industry.

**COMPETITION**  
2,333 awards for Zenith in 145 years of history for the precision of its watches! A record in the watch industry.

**DESERT**  
The best place on earth to relax!

**EL PRIMERO**  
The first high frequency self winding chronograph invented by Zenith in 1969. 41 years old and still the leader!

**FOUDROYANTE**  
Simple to use but difficult to produce. The El Primero Striking 10, the only Foudroyante showing the 10th of a second.

**GREENWICH**  
A legendary place for the watch history.  
A centuries-old landmark for pioneers. A place laden with strong emotions. To be visited once in a watch aficionado's life.

**HUBLLOT**  
The art of fusion. The Big Bang. Jean-Claude Biver.  
Three reasons for me to love the most successful modern manufacture brand of "modern times".

**IN HOUSE**  
Together with 4 other Swiss watch brands,  
Zenith is the only remaining manufacture producing 100% of its movements in-house.

**JEAN-FRÉDÉRIC DUFOUR**  
Happy to manage one of the most beautiful brands in the watch industry. Passion and perseverance are the key concepts in my life.

**KARL-FRIEDRICH SCHEUFELE**  
12 years of team work with the Scheufele family.  
Karl-Friedrich together with his family represent one of the biggest successes in the modern history of the watch and jewellery industry. Congratulations!

**LVMH**  
The leading group of the luxury industry.  
A group managed by a strong entrepreneurial spirit.  
A fantastic place to work as a craftsman!

**MANUFACTURE**  
A word which does not mean anything when used alone.  
It has to be in relation with a brand, a history, a DNA,  
and is definitely not a marketing concept!

**NICOLAS G. HAYEK**  
A legend of the Swiss watch industry. A real entrepreneur.  
Working with the Swatch Group was one of the most intense professional experiences of my life.

**OSCILLATIONS PER HOUR**  
The tick tock of a watch. Like in the human heart,  
the rhythm is key for a long-lasting mechanism.

**POWER RESERVE INDICATION**  
Patented by Zenith in 1910. A very nice mechanism bringing a strong emotion to a watch. Historically, one of the most useful indications ever invented in the watch industry.

**QUARTZ**  
A different product without inner emotion. Not made to last!

**RETAILERS**  
The best ones are selling Zenith watches!

**SWISS MADE**  
For centuries a label meaning good quality.

**TOURBILLON**  
A legendary mechanism developed to cancel the effect of gravity in watches. Zenith has produced its own Tourbillon movement since 1920.

**ULTRA THIN**  
Timeless, elegant, simple but difficult to produce. A must have!

**VALJOUX 7750**  
The most over-produced mechanical chronograph movement of the Swiss watch industry. 80% of Swiss chronographs produced every year are made with Valjoux 7750.  
Good quality, but not really exclusive.

**WATCH**  
The ultimate accessory to show a personality.  
I consider mechanical watches an art!

**XL WATCHES**  
A trend lasting for over 10 years now,  
and one which will soon become a classic.

**YEAR 2010**  
The most exciting year I have ever spent in my life;  
professionally speaking!

**ZENITH**  
The inventor of the high frequency self winding chronograph in 1969, the mythical El Primero. The most awarded brand ever.  
145 years of continuous history, 297 registered patents,  
500 different calibres developed and produced in-house.  
Many of our legendary watches are still considered today "milestones" of the Swiss watch industry. A brand well-known worldwide for producing beautiful, precise and reliable watches for almost one and half centuries.