



VICTORINOX
SWISS ARMY

INOX

Made to last

Press release





Press Release

Biel, March 2014

Inox Made to last

The 130th anniversary of Victorinox is celebrated with a timepiece echoing the unique values of the famous Swiss Army knife: authentic, robust and reliable in all conditions. That watch is INOX. Designed and built to withstand unusual levels of stress, it has passed a battery of 130 ruthless strength tests with flying colours, and is further reinforced with a removable bumper protector composed of nylon and silicone.

INOX is a pledge of quality. In addition to standard testing, Victorinox Swiss Army has put it through an intensive battery of 130 tests to demonstrate its exceptional resistance, among them 30 exclusively designed tests to certify INOX as a timepiece “made to last”. INOX can, for example, withstand a 10-meter drop onto a concrete surface, have a 64-ton tank drive over it, and resists two hours in a washing machine as well as a sandstorm. It can resist variations in temperature from -51° C to +71 ° C and 12G forces of acceleration and deceleration. INOX has also been subjected to attack by corrosive products such as gasoline, solvents, oils, cleaning products and insecticides.

INOX pays tribute to Victorinox history. Its name honors an early 20th century invention that did much for the development and success of the Swiss Army Knife: stainless steel. ‘Inox’ (French for ‘stainless steel’) is synonymous with material strength, durability and resistance to corrosion. For Victorinox in particular, it marks the link between knifemaking and watchmaking, between the historical activity of the company, which was founded in 1884, and the manufacture of its first watch in 1989. Two key dates, two different crafts, but linked by a single philosophy: respect for Swiss know-how and its peerless standards of quality.

INOX is solid steel. The watch’s case has been stamped and machined in the metal, creating a protective envelope of unsurpassed strength. Designed to withstand unusual vibration, shock and temperature changes, it has been reinforced well beyond the standards of a conventional timepiece, and is guaranteed to maintain a perfect seal underwater to a depth of 200 meters.

INOX epitomizes strength. The dial is a single sealed piece. Indexes are not applied in the usual manner but stamped. The axis and the attachment of the hands are reinforced. The horns are protected against warping and solidified by a crossbar. The crown, too, is protected, as is the crystal by the slightly elevated bezel. And it comes with an original “bumper”—a removable protector composed of silicone and nylon that matches perfectly with the crown, the case and the back, without disturbing legibility. Useful and functional, the protector gives the INOX its unique look.

INOX is finally a versatile watch. Made to last, with exceptionally strong characteristics, it remains nevertheless a harmoniously designed timepiece - compact and solid yet sleek. The steel has been subtly sculpted and polished to catch the light. The 2014 collection is available with dial and strap in black, khaki green or navy blue. All versions are equipped with a Swiss made Ronda quartz movement.

The rightful heir of the original Swiss Army knife, INOX is a perfect “companion for life.”



Features

	Swiss Made
Case	Reinforced stainless steel (43mm) Scratch-resistant sapphire crystal with triple anti-reflection treatment Water resistant to 200 meters (20 ATM / 660 feet) Removable black silicone and nylon bumper Screwed-on stainless-steel caseback
Dials and straps	Black dial, black rubber strap Khaki green dial, khaki green rubber strap Navy blue dial, navy blue rubber strap Stamped indexes + luminescent hour and minute hands Military time on the flange Date window at 4:30
Movement	Swiss-made Ronda 715
Available	September 2014

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ABOUT VICTORINOX SWISS ARMY

Victorinox Swiss Army watches have nothing to envy the celebrated multifunctional knife used by the Swiss army. The two product families share the same values that embody Swiss savoir-faire. They are a byword for high quality, ingenuity, multifunctionality and durability. Victorinox Swiss Army produces its timepieces in its own workshops according to criteria that prioritise technical performance to optimise practical utility. They meet the strictest standards of the Swiss watchmaking industry and therefore carry a three-year guarantee. They are genuine precision instruments, styled to be simultaneously modern and timeless, and designed to last.

Victorinox Swiss Army watches are proud to have their place in the tradition of a family business established at Ibach, in the heart of Switzerland, 130 years ago. Victorinox continues to produce knives, which are indispensable not only to millions of ordinary people all over the world, but also to the military of a dozen armies and to NASA astronauts. The Swiss Army Knife has grown to be a cult object and occupies an honourable place in the collections of the MOMA (Museum of Modern Art) in New York. It continues to develop as the years go by, persistently incorporating fresh functions.

In keeping with this ethos, Victorinox has diversified its product range to include watches, luggage, clothing and fragrances.



Watch the movie on: www.victorinoxwatches.com / Follow us on social media: #INOXwatch

Images available for this collection:



241682_sand



241682_ice



241682_sand2



241682_resistance



241682_blades



241688



241683



Inox_bumper



241682_fire



241682_duo



241682_S1



241683_S1



241688_S1



241682_Sb



241683_Sb



241688_Sb