PRESS RELEASE

TUDOR PRINCE CHRONOGRAPH ONE

For Only Watch 2023, TUDOR is celebrating a classic chronograph from the '70s in a charming, modern way. For the first time a brand-new prototype Manufacture Chronograph Calibre, fully developed from the ground up by TUDOR, is being presented in a unique 18k solid yellow gold interpretation of a TUDOR classic, the "Big Block" chronograph.

TUDOR watches are all about value, reliability, and robustness—and that often means watches that typically favours materials like stainless steel or titanium-- but for Only Watch, TUDOR dared to break the rules with an entirely new 18k yellow gold case that celebrates the return of the legendary "Big Block" Chronograph, the first TUDOR automatic chronograph, released in 1976. The unique Prince Chronograph carries on this spirit with another incredible first: a brand-new Manufacture Chronograph Calibre entirely developed by TUDOR. The prototype of this calibre, movement "number 0" in the development process, is found inside the TUDOR Prince Chronograph "One". The new caliber, MT59XX, features column-wheel construction and meets all TUDOR Manufacture Calibre performance standards.

1. 42mm 18K yellow gold case with chamfering and square crown guards. 18K yellow gold solid caseback with matching solid gold bracelet.
2. Prototype column-wheel Manufacture Chronograph Calibre MT59XX
3. A unique black lacquered dial with sunken gold registers. "Prince Chronograph" is printed above the six o'clock register.
4. Return of the "Prince" name.
5. Rebirth of a popular classic TUDOR Chronograph

A WATCH OF MANY FIRSTS

Back in 1976, TUDOR introduced its first automatic chronograph. The addition of a self-winding rotor to a chronograph movement typically adds thickness to it. TUDOR engineered a thicker mid-case to accommodate the self-winding rotor and therefore collectors dubbed the new automatic chronograph the "Big Block" in reference to its blocky case. It would stay in the catalog for nearly two decades before being discontinued in the early '90s. Its long production run, numerous variations, and distinct aesthetic have earned the watch a sterling reputation among TUDOR collectors.

While The Prince Chronograph "One" was conceptualized as a celebratory reincarnation of the Big Block Chronograph, it's thoroughly forward-looking in its execution and represents the best of TUDOR's core values. To start with, the MT59XX inside the watch is the very movement TUDOR solely developed as a prototype to pave the forward for TUDOR's modern chronograph calibre. When the "Big Block" Chronograph was produced, the calibre was sourced from third parties with the value proposition to the end user in mind. Now, TUDOR is capable of producing cutting-edge calibres and the Prince Chronograph "One" is a fitting platform to showcase such an important moment in TUDOR's history.

THE PROTOTYPE MANUFACTURE CHRONOGRAPH CALIBRE MT59XX

The "XX" in the TUDOR calibre designation is reserved for prototypes, and the movement inside the Prince Chronograph One is the genesis of TUDOR's modern exploration of column wheel chronograph movement manufacturing. As such, the mainplate is engraved with MT59XX. On the gear train bridge, one finds the signature of Kenissi, TUDOR's movement manufacturing arm. The Kenissi markings are not found on standard production

TUDOR watches, instead it's specifically reserved for development phase movements. The visual touches don't stop at the prototype engravings, however. The MT59XX retains TUDOR's signature movement architecture and performance, including a traversing bridge fixed on both sides anchoring a silicon balance spring and variable inertia oscillator. Performance falls within typical TUDOR specifications as well, with a weekend-proof 70-hour power reserve and a tolerance range of 6 seconds (-2/+4) tested on a fully assembled watch. Further, the aesthetic of the movement is in line with TUDOR's range of Manufacture Calibres, its rotor in tungsten monobloc is openwork and satin-brushed with sand-blasted details, and its bridges and mainplate have alternate sand-blasted, polished surfaces and laser decorations.

THE TUDOR MANUFACTURE

Every TUDOR watch, is assembled and fully tested to TUDOR's superior standards at the new TUDOR Manufacture located in the Le Locle, Switzerland. This new state of the art facility, bringing together the know-how of watchmakers with the best in production management and automated testing systems, was completed in 2021 after three years of construction. All decked out in TUDOR red, the Manufacture spans over four levels totalling more than 5,500 square meters and is physically and visually connected to the neighboring Kenissi Manufacture, the TUDOR movement production facility founded in 2016. With Kenissi and a network of TUDOR-owned affiliates, the brand has been able to integrate the development and production of high-performance mechanical calibres. As a consequence, TUDOR now fully masters the manufacturing of strategic components and can guarantee their quality.

THE TUDOR GUARANTEE

Since the brand's creation by Hans Wilsdorf in 1926, and in line with his vision of the ideal timepiece, TUDOR has been ceaselessly creating watches that are as robust, durable, reliable and precise as possible. On the strength of this experience, and confident in the superior quality of its watches, TUDOR offers a five-year guarantee for all its products. This guarantee does not require the watch to be registered or submitted to periodic checks and is transferable. TUDOR also recommends that its watches should be serviced approximately every ten years depending on the model and the extent of its use on a day-to-day basis.

TUDOR IS #BORNTODARE

In 2017, TUDOR launched a new campaign with the #BORNTODARE signature. It reflects both the history of the brand and what it stands for today. It tells the adventures of individuals who have achieved the extraordinary on land, on ice, in the air or underwater, with a TUDOR watch on their wrists. It also refers to the vision of Hans Wilsdorf, the founder of TUDOR, who manufactured TUDOR watches to withstand the most extreme conditions, watches made for the most daring lifestyles. It is testimony to Tudor's singular approach to watchmaking, which has made it what it is today. At the cutting edge of the watchmaking industry, its innovations are now essential benchmarks. The TUDOR #BORNTODARE spirit is supported throughout the world by first class ambassadors, whose life achievements result directly from a daring approach to life.

ABOUT TUDOR

TUDOR is an award-winning Swiss-made watch brand, offering mechanical watches with sophisticated style, proven reliability and unmatched value for money. The origins of TUDOR date back to 1926, when "The Tudor" was first registered as a brand on behalf of the founder of Rolex, Hans Wilsdorf. He officially set up the Montres TUDOR SA company in 1946 to produce watches that respect the traditional Rolex philosophy of quality at a more affordable price point. Throughout their history, thanks to their robustness and affordability, TUDOR watches have been chosen by some of the boldest adventurers, on land, in the air, underwater and on ice. Today, the TUDOR collection includes iconic lines such as Black Bay, Pelagos, 1926 and Royal. Since 2015, TUDOR has also offered models with mechanical Manufacture Calibres with multiple functions and superior performance.

TUDOR

REFERENCE 9420/801

CASE
42mm 18k yellow gold case

BEZEL
Fixed 18k yellow gold bezel with anodized black aluminium insert

WINDING CROWN
18k yellow gold with TUDOR shield in relief

DIAL
Black, lacquered

CRYSTAL
Flat sapphire crystal

WATERPROOFNESS
Waterproof to 200m (660 ft)

BRACELET
18k yellow gold three-piece bracelet

MOVEMENT
Manufacture Chronograph Calibre MT59XX
Self-winding mechanical chronograph movement with bidirectional rotor system

POWER RESERVE
Approximately 70 hours

PRECISION
Swiss chronometer officially certified by COSC
(Swiss Official Chronometer Testing Institute)

FUNCTIONS
Hour and minute hands at the centre
Chronograph seconds at the centre
Chronograph 30-minute counter at 12 o'clock
Chronograph 12-hour counter at 6 o'clock
Small second hand at 9 o’clock
Date at 3 o'clock
Stop-seconds for precise time setting

OSCILLATOR
Variable inertia balance, micro-adjustment by screw
Non-magnetic silicon balance spring
Frequency: 28,800 beats/hour (4 Hz)

TOTAL DIAMETER
30.8 mm

THICKNESS
7.2 mm

JEWELS
40 jewels