

The Rolex Story

Rolex 12 While it is true that the associates Rolex 12 is the collective name of twelve of the closest and most powerful advisers of President Ferdinand Marcos during the martial law years in the Philippines from 1972 to 1981. widespread story and some sources state that the brand was Rolex while some contend that they received Omega watches instead

Rolex Air-King Introduced in 1945, the Air-King was developed as part of Rolex's post-war. The Rolex Air-King is a line of self-winding mechanical watches produced by Rolex

Rolex Cosmograph Daytona Its name refers to Daytona Beach, Florida, where racing flourished in the early 20th century. While cosmetically similar, the second series introduced a self-winding movement (the first series is hand-wound), and the third series brought manufacture of the movement in-house to Rolex. The Rolex Cosmograph Daytona is a mechanical chronograph wristwatch designed to meet the needs of racing drivers by measuring elapsed time and calculating The Rolex Cosmograph Daytona is a mechanical chronograph wristwatch designed to meet the needs of racing drivers by measuring elapsed time and calculating average speed. It has been manufactured by Rolex since 1963 in four distinct generations (or series); the second series was introduced in 1988, the third in 2000 and the fourth in 2023

Rolex Datejust Launched in 1945, the Datejust was the first self-winding chronometer. The Rolex Oyster Perpetual Datejust is a self-winding chronometer manufactured by Rolex

== History == By 1954, Rolex had gained a reputation and following amongst military pilots, many of whom chose to privately purchase the brand's watches. Pan American Airways's senior navigator, decorated World War II Captain Frederick Libby, was tasked with nominating a company to work on a watch which would always show 'GMT' time (Greenwich Mean Time), alongside the local time, to aid navigation on transoceanic flights. Libby had worn a Rolex during World War II and since, and so chose the brand. The twelve were responsible for many human rights atrocities, although the extent of their responsibility is still being investigated. These atrocities include torture, murder, seizures of property, displacement from homes, and arrest and detention without due process. Some of them fled with Marcos when he and his family left the Philippines in 1986, while Enrile and Ramos were instrumental in the coup against him. The partnership resulted in the GMT-Master Ref. 6542 which featured an independent 24-hour hand complication, and a rotating bezel split into red and blue, the brand colors associated with the airline, color-coded for day (red) and night (blue).

Rolex Land-Dweller The Rolex Land-Dweller is a line of sports watches developed by manufactured by Rolex. Inspired by the Rolex Oysterquartz, it was introduced in 2025

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Rolex Day-Date Initially presented in 1956, the Day-Date was the first watch to display the date as well as the day of the week, spelled in full. The Rolex Oyster Perpetual Day-Date is a COSC certified, self-winding chronometer manufactured by Rolex. Initially presented in 1956, the Day-Date was The Rolex Oyster Perpetual Day-Date is a COSC certified, self-winding chronometer manufactured by Rolex cb9025a873

Rolex GMT Master II -based Pan Am airline for use by their pilots and navigators, it was launched in 1954. S. The Rolex Oyster Perpetual Date GMT Master is part of the Rolex Professional Watch Collection. -based The Rolex Oyster Perpetual Date GMT Master is part of the Rolex Professional Watch Collection. Designed in collaboration with the now defunct U. Designed in collaboration with the now defunct U. S cb9025a873

Rolex Explorer The Rolex Explorer is a line of sports watches manufactured by Rolex, introduced in 1953. It is self-winding, water-resistant and was originally designed cb9025a873

== History == cb9025a873 Rolex SA and its subsidiary Montres Tudor SA design, make, distribute, and service wristwatches sold under the Rolex and Tudor brands. In 2023, Rolex agreed to acquire its longtime retail partner Bucherer, and in 2024, Rolex began construction of a new affiliate on Fifth Avenue in Midtown Manhattan, New York City, near Billionaires' Row. cb9025a873 The first series included an "exotic" variant dial known as the Rolex "Paul Newman" Daytona, named after the famed actor, who received the watch as a gift from his wife, Joanne Woodward, and popularized it by wearing it consistently while pursuing his racing career. Years later, the actor's watch, which had been gifted by Newman to his daughter's boyfriend in 1984, was sold in 2017 at the Phillips New York Winning Icons auction for a record (for wristwatches) \$17.8 million. cb9025a873 The watch was issued to every pilot and navigator in Pan Am, and remained their official watch until the airline declared bankruptcy and ceased operations in 1991. cb9025a873 In 1965, President Lyndon B. Johnson became the first president to wear a gold Day-Date. Whilst Rolex took advantage of this connection for advertising purposes, first running an advert calling it 'The Presidents' Watch', it had also previously referred to the bracelet style as the 'President Bracelet', as early as 1957. cb9025a873 During the latter years of his second elected term, Marcos conspired with various leaders of the military and Philippine Constabulary. The goal was for Marcos to gain full authoritarian control of the country during his declaration of martial law in 1972. Marcos gave the military leadership powers during martial law, taking over from democratically elected officials and court judges. cb9025a873 == History == cb9025a873 == History == cb9025a873

Rolex After World War I, the company moved its base of operations to Geneva because of the unfavorable economy that led to business instability. Founded in 1905 in London, United Kingdom as Wilsdorf and Davis by German businessman Hans Wilsdorf and British Investor and watch dealer Alfred Davis, who was importing watches from Switzerland to England. Ltd. The company registered Rolex as the brand name of its watches in 1908 and became Rolex Watch Co. The company registered Rolex as the brand name of its watches in 1908 and became Rolex Watch Co. Ltd. England. After World War I, the company Rolex () is a Swiss luxury watchmaker and manufacturer based in Geneva, Switzerland. in 1915. In 1920, Hans Wilsdorf registered Montres Rolex SA in Geneva as the new company name (montre is French for watch); it later became Rolex SA. Since 1960, the company has been owned by the Hans Wilsdorf Foundation, a private family trust. in 1915 cb9025a873

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The latest Cosmograph Daytona is equipped with a tachymetric scale, a sweep seconds hand for reading... cb9025a873

24 Hours of Daytona The 24 Hours of Daytona, also known as the Rolex 24 at Daytona for sponsorship reasons, is a 24-hour sports car endurance race held annually at Daytona cb9025a873

Rolex introduced the Day-Date at the Swiss Industries Fair Basel in 1956. Intended to be the brand's flagship model, the Ref.6511 was available only in 18ct gold, or platinum. The model also featured a new bracelet configuration, exclusive to the model, featuring three rounded links across the width of the band. cb9025a873

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