



**New era for CATOREX Watches
founded in Les Breuleux in 1858.**

CATOREX Watches is about to enter a new era in a family patrimony dating back over two centuries. Guy Albert Cattin, 6th generation owner of the family business Cattin & Cie and the CATOREX brand, draws his know-how from a heritage that is deeply anchored in the watch-making tradition of the Jura. The watch-making history of CATOREX at a family and regional level embraces every stage in completion of the product: from design to production through to distribution and marketing. Three collections comprising 49 models, including 26 new timepieces, will be unveiled at Baselworld this March: the symbolically named "1858" collection, plus "Attitude" and "Heritage".

Les Breuleux, March 2017. CATOREX is the only Swiss watchmaker to have succeeded in developing and producing masterpieces on a continuous basis for over 200 years. Guy Albert Cattin, 6th generation owner and CEO of the family business Cattin & Cie, comments: "CATOREX is a watch-making product with deep roots, infused with inimitable local culture and tradition. CATOREX is a tribute to all those who have dedicated themselves to the production and sale of our timepieces – now and throughout the past two centuries."

History of the Cattin family and the CATOREX brand

Georges Ignace Cattin, watchmaker and farmer, was born in 1785. He became the first in a line of perennial master watchmakers. He was followed by his son, Constant Cattin, born in 1818, 2nd generation manager of the business and founder of Cattin & Cie (1858). They were followed by Numa (3rd generation), Armand and Maurice (4th generation), born in 1861, 1885 and 1887 respectively. Guy Cattin, father of Guy Albert, the current owner, was born in 1932; he registered the CATOREX brand name in 1957. Guy Albert took over the family business in 1994. In 1979, CATOREX attracted attention when it developed the smallest ever skeleton watch and, in 1985, the world's smallest pendant watch. "The CATOREX identity as it stands today has grown out of a spirit and an expertise which have been handed down from one generation to another. Our innovative energy flows from our values and our deep affection for an entire region", adds Guy Albert Cattin.



Product identity

The CATOREX crown has been the emblem of the brand since 1962. Hence, the new collections are distinguished from the outset by their crown fashioned in the form of an actual crown – a technical feat which in no way compromises the ergonomics of these watches. The highest precision and technical expertise married with infinite attention to detail have always been core values of CATOREX: the automatic movement with rotor bears witness to this. Each CATOREX timepiece is engraved with a six-figure serial number. Their design is shaped by respect for Swiss watch-making tradition: elegant and classic, but also with a sporting, contemporary touch.



Marketing

Based on two centuries of commitment and respect for the watch-making tradition in the Jura, CATOREX has chosen the slogan "...be majestic" to communicate its passion, creativity and enduring inspiration. "To live life with open-mindedness, humility and enthusiasm, and also with respect for the commitment and enthusiasm of others, that has always been our ambition as a family and within the region", comments Guy Albert Cattin. "We shall continue along the same path, and would like to thank everyone who has played a part in taking us to the start of this new era: our local suppliers and our workforce of 60, all of whom are exemplary in dedicating their time and expertise to the production of premium timepieces."

(See technical information on the following pages)

CATOREX media contact:

Suzanne Rouden
Communication Intelligence
CH - 4057 Basel
T +41 61 279 98 10
rouden@communication-intelligence.com
www.catorex.ch

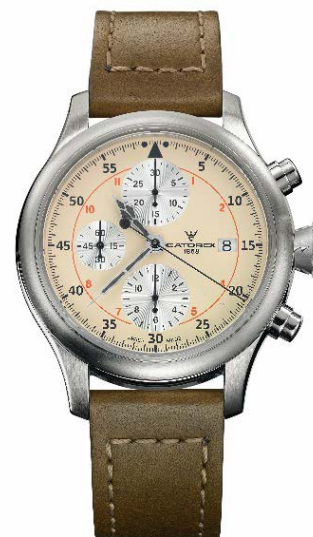


MASTER PIECES : TECHNICAL INFORMATION

Collection 1858
Name KRONO

CATOREX crown: polished, brushed, screwed with engraved CATOREX crown

Movement	Automatic ETA 7750
Oscillating mass	CATOREX, skeletonised
Functions	Chronograph with date
Case	Stainless steel 316L (with black PVD) or Stainless steel 316L polished with fine brushing on horns
Back of case	Polished, screwed (6 screws) with sapphire crystal and visible movement
Fix bezel	Polished, brushed
Glass	Top: sapphire, anti-reflective treatment Back: sapphire
Diameter	42mm
Water resistance	10 ATM
Price	Krono Ivory : CHF 2'675.00 (Swiss VAT included) Black PVD, limited ed. 258 pieces : CHF 2'950.00 (Swiss VAT included)
Dial	Bronze or ivory. Chronograph counters at 6, 9 and 12 o'clock. Date at 3 o'clock. Superluminova
Hands	Superluminova
Boucle	Folding buckle, polished, brushed, with engraved CATOREX crown.
Bracelet	Leather bracelet, black or brown or with stainless steel bracelet




CATOREX
1858

Collection **1858**
Name **GMT VOYAGER**

**CATOREX crown, polished, brushed, screwed
with engraved CATOREX crown**

Movement	Automatic ETA 2893-2
Oscillating mass	CATOREX, skeletonised
Functions	3 time zones (bezel / 24h hand)
Case	Stainless steel 316L with black PVD coating or Stainless steel 316 L polished with fine brushing on horns
Back of case	Polished, screwed (6 screws) with sapphire glass and visible movement
Turning bezel	Turning, brushed
Fixed bezel	polished and brushed
Glass	Top: sapphire, anti-reflective treatment Back: sapphire
Diameter	42mm
Water resistance	10 ATM
Dial	Black and blue. Date at 3h. Superluminova
Hands	Superluminova
Buckle	with tongue, polished, brushed with engraved CATOREX Crown.
Bracelet	NATO or stainless steel
Prix	CHF 1'795.00 (Swiss VAT included)





CATOREX
1858

Collection **ATTITUDE**
Name **FLAG**

CATOREX crown polished, brushed, screwed with lateral CATOREX crown engraving. Stainless steel 316L case, polished, relief horns, lateral engraving of the CATOREX crown pattern. CATOREX crown engraved case ring in stainless steel, rosé-gold or black PVD.

Movement Automatic SW 200-1
Oscillating mass With CATOREX pattern
Functions Hour, minute, second in the middle, date at 3h
Back case Polished, screwed (6 screws) with sapphire glass and visible movement
Glass Top: sapphire, anti-reflex treatment
 Back: sapphire
Diameter 44 and 41 mm
Water resistance 5 ATM
Price 41 mm : CHF 1'195.00 (Swiss VAT included)
 44 mm : CHF 1'250.00 (Swiss VAT included)
Dial Grey. CATOREX motive. Indexes. Date at 3h.
Buckle Folding, polished, brushed with engraving of CATOREX crown.
Bracelet satinated white leather




CATOREX
1858

Collection **HERITAGE**
Name **ROYAL VINTAGE II**

**Vintage movement A. Schild AS 2063, restored by CATOREX. Curved dial.
Anti-reflective sapphire glass, curved and bevelled. Limited edition 128 pieces.**

Crown push-pull, polished, brushed with lateral engraved CATOREX crown

Oscillating mass CATOREX pattern

Functions Hour, minute and second in the middle, date at 3h

Case Polished, stainless steel 316L

Back case Polished, screwed (6 screws) sapphire glass and visible Movement

Dial Copper, indexes, date at 3h.

Glass Top: sapphire curved and bevelled, anti-reflective treatment
Back: Sapphire

Buckle Folding, polished, brushed with engraved CATOREX crown

Bracelet Genuine alligator, beige

Diameter 40mm

Water resistance 5 ATM

Price CHF 2'500.00 (Swiss VAT included)




CATOREX
1858

Collection **HERITAGE**
Name **ROYAL VINTAGE II - Diamonds**

**Vintage movement A. Schild AS 2063, restored by CATOREX. Curved dial.
Anti-reflective sapphire glass, curved and bevelled. Limited edition 88 pieces.**

Crown	push-pull, polished, brushed with lateral engraving of CATOREX crown
Oscillating mass	CATOREX pattern
Functions	Hour, minute and second in the middle, date at 3h
Case	Polished stainless steel 316L
Back case	Polished, screwed (6 screws), sapphire glass and visible movement
Bezel	60 diamants VS1
Dial	Silver, indexes, date at 3h
Glass	Top: sapphire, curved and bevelled, anti-reflective treatment Back: sapphire
Buckle	Folding, polished, brushed with engraved CATOREX crown.
Bracelet	Genuine alligator, grey
Diameter	40mm
Water resistance	5 ATM
Price	CHF 6'500 (Swiss VAT included)
Dial	Silver, indexes, date at 3h.

