

# IWC

INTERNATIONAL WATCH CO. SCHAFFHAUSEN  
SWITZERLAND, SINCE 1868

## Schaffhausen watchmaking in the sign of the dragon

### Portuguese Automatic Edition Dragon Year

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**Schaffhausen, 2 July 2012 – In the Lunar Year of the Dragon, a classically beautiful timepiece from IWC Schaffhausen makes a glittering entry. The Portuguese Automatic Edition Dragon Year captures the dynamism and good fortune of this sign of the zodiac with a dragon engraving on the rotor. The strongly symbolic design of this timeless elegant watch is paired with an outstanding movement that includes Pellaton winding, a 7-day power reserve and date display. But individuals hoping to secure one of these watches will need to be determined and have luck on their side: the Portuguese Automatic Edition Dragon Year in red gold is limited to 888 pieces worldwide and available exclusively from selected IWC retailers.**

On 23 January, millions of people all over the world celebrated Lunar New Year by heralding the symbol for the year 2012: the dragon. In China and many Asian countries, it is a bringer of good fortune and a symbol of power and leadership, strength of character and prosperity. To mark the Year of the Dragon, IWC is proud to unveil the Portuguese Automatic Edition Dragon Year, a limited-edition timepiece that combines the traditional and the contemporary with the art of watchmaking from Schaffhausen. "Our watches have enjoyed an excellent reputation in Asia for many years now," says IWC CEO Georges Kern. "This special edition is a sign of recognition and appreciation to our customers. The enormous significance that is being attached to the Year of the Dragon inspired us to create the Portuguese Automatic Edition Dragon Year." Since its debut in 2004, the Portuguese

Automatic with date display has established itself as one of the most successful Portuguese models ever to leave Schaffhausen. The balanced design of the dial with its appliquéd Arabic numerals, railway-track-style chapter ring and slender feuille hands retains the classic appeal of the legendary original Portuguese first manufactured in the 1930s.

#### **A classically beautiful timepiece**

Even the slightest modification to this model's heritage has to be clearly thought through and meticulously researched. This was particularly important in the case of the Portuguese Automatic Edition Dragon Year. For the colour combination, IWC's watch designers selected classic black as the symbol of eternity, and precious gold as the hallmark of the successful generation currently influencing China's fortunes. The case, made of 18-carat red gold, is combined with a black alligator leather strap, a slate-coloured dial with twinkling sun-pattern finish and red gold numerals, hands and hour indices. Thanks to its stylish combination of individual elements, the watch radiates a consummate beauty. The small seconds at "9 o'clock" and the power reserve display as its optical counterpoise at "3 o'clock" give the dial a harmonious balance – classical, elegant and immediately unmistakable. The solid, convex sapphire glass has an antireflective coating on both sides and protects the watch from the stresses and strains of everyday use. The diameter of the case is 42.3 millimetres, the height of the case 14 millimetres. The compact dimensions, the clear lines and the distinctive design put the watch in a class of its own.

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## **Technical perfection**

The classical, large dimensions of the case house the voluminous IWC-manufactured 51011 calibre. It features some of the greatest advances ever made in the development of the automatic movement: highly efficient Pellaton winding, a 7-day power reserve and the date display. The see-through sapphire-glass back provides a fascinating view of the unique mechanism at the heart of the Portuguese Automatic Edition Dragon Year. Set into the rotor is an 18-carat gold medallion with an uncannily life-like engraving of a dragon, a magical depiction of the energy and resolve ascribed to this sign of the zodiac. The engraving "DRAGON YEAR – ONE OUT OF 888" makes it crystal-clear that this elegant watch is intended for a very small group of individuals. The Portuguese Automatic Edition Dragon Year in red gold is available exclusively from selected IWC retailers. The size of the limited edition was determined by the symbolism attached to Chinese numerals, which associates the number 888 with sustained riches and good fortune. And with the dragon as a further symbol of good luck, IWC wishes wearers success and the ability to stay on top of everything in their lives.

Illustrative material can be downloaded free of charge at [www.photopress.ch/image/iwc](http://www.photopress.ch/image/iwc)

## **IWC Schaffhausen**

With a clear focus on technology and development, the Swiss watch manufacturer IWC Schaffhausen has been producing watches of lasting value since 1868. The company has gained an international reputation based on a passion for innovative solutions and technical ingenuity. One of the world's leading brands in the luxury watch segment, IWC crafts masterpieces of Haute Horlogerie at its finest, combining supreme precision with exclusive design.

## **Further information**

IWC Schaffhausen

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## Portuguese Automatic Edition Dragon Year

Ref. IW500125

### Features

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Mechanical movement, Pellaton automatic winding, 7-day power reserve, date display, power reserve display, small hacking seconds, Breguet spring, rotor with 18-carat gold medallion with dragon engraving. Limited to 888 watches worldwide, available exclusively from selected IWC retailers

### Movement

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Calibre	51011
Frequency	21,600 A/h / 3 Hz
Jewels	42
Power reserve	7 days (168 h)
Winding	automatic

### Watch

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Materials	case and folding clasp in 18-carat red gold, slate-coloured dial, black alligator leather strap
Glass	sapphire, convex, antireflective coating on both sides
Back	see-through sapphire-glass back
Water-resistant	3 bar
Diameter	42.3 mm
Case height	14 mm