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## CLASSIC PORTUGIESE TIMEPIECES - NOW ALSO IN BLUE

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Schaffhausen, 8 September 2017 – IWC Schaffhausen presents two of its most popular Portugieser models in fashionable blue: for the first time, the Swiss watchmaking company is launching the Portugieser Automatic and the Portugieser Chronograph with a stainless-steel case and blue dial.

IWC produced its first watches with blue dials 50 years ago, setting a design trend that has now spread throughout the entire watch industry. For its latest blue highlights, the Swiss watchmaking company is now unveiling two versions of particularly popular Portugieser models:

The **Portugieser Automatic** (Ref. IW500710) is driven by the IWC-manufactured 52010 calibre. The Pellaton automatic winding system is adorned with ceramic components and generates a 7-day power reserve in two barrels. A display at “3 o’clock” indicates the energy remaining at any given time. The small seconds subdial is positioned at “9 o’clock”. The stainless-steel case and the rhodium-plated hands provide a winning contrast to the deep blue of the dial.

The **Portugieser Chronograph** (Ref. IW371491) is one of the most famous IWC watches ever and is now available with a blue dial for the first time. With a look based on the timeless design of the Portugieser watches from the 1930s, this timepiece with a diameter of just 40.9 millimetres will flatter any wrist. The stainless-steel case and

the rhodium-plated hands also harmonize perfectly with the blue dial on this watch.

The new models will be available in IWC boutiques and from authorised IWC retailers from September.

### IWC SCHAFFHAUSEN

With a clear focus on technology and development, the Swiss watch manufacturer IWC Schaffhausen has been producing timepieces 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 their finest, combining supreme precision with exclusive design. As an ecologically and socially responsible company, IWC is committed to sustainable production, supports institutions around the globe in their work with children and young people, and maintains partnerships with organizations dedicated to environmental protection.

## DOWNLOADS

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Images of the new Portugieser models with blue dials can be downloaded free of charge at [press.iwc.com](http://press.iwc.com)

## FURTHER INFORMATION

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## INTERNET AND SOCIAL MEDIA

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# PORTUGIESEER AUTOMATIC

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REF. IW500710

## FEATURES

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Mechanical movement – Pellaton automatic winding – Power reserve display – Date display – Small hacking seconds – Breguet spring – Rotor with 18-carat gold medallion – See-through sapphire-glass back

## MOVEMENT

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IWC-manufactured calibre	52010
Frequency	28,800 A/h   4 Hz
Jewels	31
Power reserve	7 days (168 h)
Winding	Automatic

## WATCH

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Materials	Stainless-steel case, blue dial, rhodium-plated hands and appliqués, black alligator leather strap
Glass	Sapphire, convex, antireflective coating on both sides
Water-resistant	3 bar
Diameter	42.3 mm
Height	14.2 mm

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# PORTUGIESEER CHRONOGRAPH

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REF. IW371491

## FEATURES

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Mechanical chronograph movement – Stopwatch function with minutes and seconds – Small hacking seconds

## MOVEMENT

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IWC-manufactured calibre	79350
Frequency	28,800 A/h   4 Hz
Jewels	31
Power reserve	44 h
Winding	Automatic

## WATCH

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Materials	Stainless-steel case, blue dial, rhodium-plated hands and appliqués, black alligator leather strap
Glass	Sapphire, convex, antireflective coating on both sides
Water-resistant	3 bar
Diameter	40.9 mm
Height	12.5 mm