

MULTIFORT
DATOMETER LIMITED EDITION
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A piece of history on your wrist

Mido is bringing the past into the present with the new **Multifort Datometer**. The brand is celebrating its 100th anniversary by revisiting one of its flagship models, first launched in 1939. The 2018 version borrows the original's essential features while bringing it firmly up to date. Endowed with a superb polished and satin-finished steel case with rose PVD treatment, the **Multifort** Datometer reveals a silvered, finely sandblasted dial, decorated with black transfers, recreating the 1939 design almost identically. The characteristic detail of this rare and timeless model is the date, indicated by a hand with a red varnished tip. Beneath its vintage exterior, this timepiece houses an automatic movement with exclusive date indicator based on its Caliber 80, which offers up to 80 hours of power reserve. Produced as a limited edition of 1,918 pieces to echo the year in which Mido was founded, the Multifort Datometer will win over anyone looking to wear a piece of watchmaking history on their wrist.

Launched in 1934, two years after the Sydney Harbour Bridge was completed, the Multifort collection shares some of the structure's remarkable characteristics – a perfect blend of functionality and beauty. A truth that has stood the test of time, as Mido celebrated the 80th anniversary of Multifort production in 2014, making this emblematic collection one of the longest-produced series in the history of Swiss watchmaking.

To celebrate its 100th anniversary, Mido is revisiting some of its iconic models and bringing them up to date. A timepiece with an assertive masculine character, the 2018 version of the Multifort Datometer takes inspiration from the eponymous model launched in 1939. It adopts most of the aesthetic codes responsible for its original success while making it a truly modern creation. Its polished and satin-finished steel case with rose PVD treatment has been enlarged to give a diameter of 40 mm. A box sapphire crystal enables the wearer to admire its magnificent dial, almost identical to that of the 1939 model. Silvered and finely sandblasted, it is decorated with black transfers. But it is unquestionably the date display that gives the Multifort Datometer its unique character: this is indicated by a 5N rose hand with a red varnished tip. The indexes and the faceted hour and minute hands are in rose PVD. Meanwhile the seconds hand features shiny black varnish. Several dots of black Super-LumiNova® on the numerals and the hour and minute hands ensure perfect legibility at night.

Beneath its vintage exterior, the Multifort Datometer houses the best technology currently available. Exclusively created for Mido, the Caliber 80 is a next-generation automatic movement which offers up to 80 hours of power reserve. Its transparent case back enables this finely decorated sophisticated movement to be admired, with its oscillating weight adorned with Geneva stripes and the Mido logo. The Multifort Datometer is fitted with a brown natural-looking genuine leather strap with a rose PVD-treated stainless steel pin buckle. It is water-resistant up to a pressure of 5 bars (50 m /165 ft).

Limited to 1,918 pieces, a nod to the year in which Mido was founded, the Multifort Datometer is an exceptional timepiece that belongs on the wrist of any lover of rare and timeless watchmaking creations.

An exclusive version of this model will be released this autumn: a gold limited edition of 100 pieces.

www.midowatches.com

TECHNICAL INFORMATION

Movement	Automatic Mido Caliber 80 (ETA C07.611 base), 11½", Ø25.60 mm, height: 4.74 mm, 25 jewels, 21 600 vph, NIVAFLEX NM mainspring, ELINCHRON II balance-spring. Finely decorated Elaboré-grade movement, oscillating weight decorated with Geneva stripes and Mido logo. Functions HMS and Date indicated by a hand. Adjusted on 3 different positions for high accuracy. Up to 80 hours of power reserve.
Case	Polished and satin-finished 316L stainless steel with rose PVD treatment, Ø40 mm, 3 pieces, box sapphire crystal and screwed case back, finely decorated Elaboré-grade movement visible through the transparent case back, engraved serial number, engraved limited edition of up to 1,918 pieces, water-resistant to a pressure of 5 bar (50 m / 165 ft).
Strap	Brown natural-looking genuine calfskin, stainless steel pin buckle with rose PVD treatment.
Dial	Silvered, finely sandblasted, black transfer, rose PVD indexes, black Super-LumiNova® on the numerals.
Hands	Faceted rose PVD hour and minute hands with black Super-LumiNova®, shiny black varnished seconds hand and 5N rose date hand with red varnished tip.

100 YEARS OF MIDO

Georges Schaeren chose to found Mido on 11 November 1918, the same day as the armistice. Since this symbolic date, Mido has continued to look towards the future with confidence, sustained by the visionary strength of its founder. In 2018, the brand is celebrating its 100th anniversary by continuing along the path set out by Georges Schaeren. This exceptional year will be punctuated by new timepieces that will reaffirm the values that have been an essential part of Mido's DNA for a century: timeless design, quality materials and technical innovation.

Today, Mido is based in the town of Le Locle in the heart of the Swiss Jura mountains. The name Mido comes from the Spanish "Yo mido", meaning "I measure".

Since its inception, Mido's philosophy has combined innovation, aesthetics and functionality. The brand shares these essential values with some iconic architectural glories from which it draws inspiration for its collections. Cutting-edge technology, automatic movements renowned for their excellence and high-quality materials are the three pillars on which Mido's unique expertise rests. In addition, the refined, understated designs of Mido timepieces endow them with a resolutely timeless quality. Beyond fashion and passing trends, Mido watches are thus distinguished by their durability.

For a century, Mido has been a global benchmark in Swiss-made mechanical watches.

Mido watches are available from 2,700 official retailers in 70 countries. The brand is part of the Swatch Group, the world leader in watchmaking.