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Announcing Génie 03 by Breva: A Speedometer ... On Your Wrist!

With the haste that even a speedometer might not be able to calculate – under five years – Breva Geneva has demonstrated peerless lateral thinking. The watch world is filled with complications that are interpreted and re-interpreted by countless brands. Chronograph, moon phase, GMT, world timer, minute repeater, perpetual calendar – all exist in the thousands of variants. But not for Breva.

Génie 01 was the world's first wristwatch with time, altimeter, barometer – for forecasting the weather – and power reserve indications provided by a fully mechanical movement, much of which is on display through the open dial and display back. **Génie 02** combined the stunning sophistication of a beautifully crafted mechanical timepiece with the practicality of a fully functional, high-performance altimeter, offered in two versions.

Enter **Génie 03**, the world's first-ever wristwatch with a functional speedometer. Prior to the appearance of this remarkable timepiece, watches could only calculate speed by using an engraved scale marked in miles or kilometers per hour, using the sweep second hand or chronograph functions to calculate the speed against a measured mile or kilometer. While this would satisfy certain requirements, it was not a “real-time” indication with constant refreshing.

Génie 03 is fitted with a patented “instant speed” scientific measurement mechanism, with a proprietary extrusion mechanism that creates a unique look. When extended to indicate the speed, it stands 6mm proud of the watch itself. Within the Titanium G5 extrusion mechanism, comprised of 45 components, are hemispherical special alloy Robinson cups, in the manner of an anemometer. The classic device for measuring wind speed, it has been adapted in **Génie 03** to display speeds of 20 to 200 km/hour or 10 to 125 mph.

When worn on the wrist of a cyclist, motorcyclist, speedboat operator or automobilist, with wrist exposed to the moving air, **Génie 03** will indicate the speed with a red hand, against printed inner speed indexes and an engraved lacquered field for the external speed scale on the speedometer' bezel. Its readings are instantaneous and require no calculating on the part of the user, nor does the watch need the user to locate a measured mile or kilometer.

Génie 03 is water resistant to 30 meters at all times, with speedometer open or closed, and dust resistant even with the speedometer active.

Naturally, **Génie 03** performs the regular watch function of telling the time, with hours, minutes and seconds, as well as indication of power reserve. Winding is automatic, the power reserve a healthy 70 hours.

A speedometer on the wrist? In**Génie**ous!!



Technical Specifications

Functions

Indications

Hours, minutes, seconds, instant speed, power reserve indicator

Case, Dials and Strap

Case material: titanium G5

Dimensions: 44.70 mm x 15.70 mm

Thickness with anemometer closed: 17.50 mm

Thickness with the anemometer open: 23.50 mm

Number of components: 83

Crown: setting crown at 4 o'clock

Pusher: speedometer activation pusher at 2 o'clock

Crystals: sapphire crystal and display back treated with anti-reflective coating on both sides

Time dial: white gold indexes on smoked translucent sapphire crystal dial

Speedometer dial: printed inner speed indexes and engraved lacquered field external speed scale on bezel.

Speed scales: available in kilometers or miles per hour measurements

Water resistant movement: 30 meters (at all times)

Water resistant speedometer: 30 meters (speedometer closed)

Dust resistant: speedometer active

Strap and buckle: natural rubber strap with titanium G5 pin buckle

Movement

Proprietary mechanical automatic movement developed exclusively by Breva

Caliber: BRE03.001

Diameter: 35 mm

Number of components: 230

Number of jewels: 34

Balance frequency: 4 Hz displayed balance wheel

Power reserve: 70 hours through front facing skeletonized barrel

Automatic system, micro rotor engraved with the Breva compass rose

Speedometer

Patented instant speed scientific measurement with proprietary extrusion mechanism

Hemispherical Patented alloy Robinson cups

Titanium G5 extrusion mechanism

Display: 20 to 200 km/hour or 10 to 125 mph

Number of components: 45

Price: CHF 48.800 + TAX



BREVA GENEVE

About Breva:

Breva is a high-end Swiss watch brand founded in 2010 by its president and empowering entrepreneur Vincent Dupontreué. Brimming with innovation, Breva strives at pushing horological boundaries by creating scientific instruments that monitor the wearer's environment.

After 3 years of research and development, at Baselworld 2013 Breva launched its first groundbreaking timepiece - the Génie 01, the world's first mechanical wristwatch with time, barometer for forecasting the weather, altimeter and power reserve indications.

At Baselworld 2014, the brand launched its second creation - the Génie 02 - a fully functional, high performance mechanical altimeter.

Breva Genève demonstrates a radical, innovative vision of high-end watchmaking with its complications. Attached to the concept of "monitoring your environment" and driven by the spirit of innovation, Breva is the link between watchmaking tradition and modernity - developing an innovative movement with a timeless design.