

Press release

ANONIMO unveils a new special edition MILITARE Chrono WRC

Le Locle, 23th January 2020 - To mark the first rally of the 2020 season in Monte Carlo, ANONIMO, Official Timekeeper of the FIA World Rally Championship (WRC), presents a new version of its MILITARE chronograph bearing the newly unveiled championship colours.

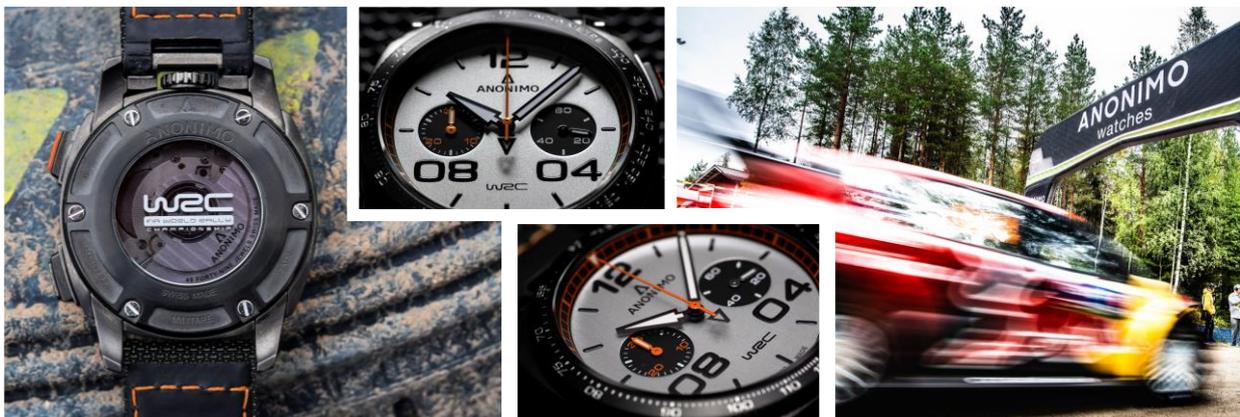
To complement the World Rally Championship – the world's most demanding motor sports competition – the new special edition MILITARE Chrono WRC boasts a bold, striking and sporty design. This watch has been designed to stand up to the most extreme challenges. Its reliability, robustness and accuracy make this watch the perfect model for the WRC adventure.

Oliver Ciesla, managing director of WRC Promoter, said: *"The excitement in WRC revolves around battles fought against the clock for vital tenths of a second. We are delighted that ANONIMO has chosen to launch its new special edition, the MILITARE Chrono WRC, at the opening of the 2020 FIA World Rally Championship season in Monte-Carlo and that the WRC holds such a high-profile in the portfolio of such a prestigious Swiss watch brand as ANONIMO. The particular design of the 2020 MILITARE Chrono WRC in the WRC's new orange brand colour shares the attributes of our sport, like the passion and the precision".*

On the new piece, orange replaces the green that has up to now been the WRC's official signature colour. Subtle touches of the colour appear on the chronograph hand, the minute track on the flange, the 30-minute counter hand and indices, the chronograph start push-button and the strap stitching.

This MILITARE is easily recognisable thanks to its hand-brushed grey dial, its stainless steel case with PVD & DLC coating and its crown at 12 o'clock. The patented articulation system that protects the crown guarantees comfort and makes the piece water resistant. This Swiss Made watch is equipped with a Sellita SW 300 self-winding movement with an additional bi-compax DD2035M chronograph module developed exclusively for ANONIMO. In tribute to this partnership, the dial bears the WRC logo and the glass back is adorned with a special engraved design.

With this new piece, ANONIMO places the accent on the passion for rally that unites all those involved in this unique event. This special edition is sure to captivate motor sports enthusiasts.



About ANONIMO

Founded in 1997 by watchmaking enthusiasts in the city of Florence, the brand has made a name for itself in the uncompromising world of professional diving. Today, ANONIMO creates Swiss Made watches that combine robustness, functionality and elegance. The brand is based in Le Locle, Switzerland, in the cradle of watchmaking. ANONIMO's collections are characterized by cushioned cases and dials that recall the brand signature A, symbolised by the position of the markers at 4, 8 and 12 o'clock. The MILITARE and NAUTILO lines feature sporty professional watches while the EPURATO collection offers pieces with an urban, elegant and sober character. The brand intends to be part of everyone's passions and to reveal them. For ANONIMO it is the essence of the joy of living, sharing moments and experiences that set the body and mind in motion around the same passion.

About the WRC

Created in 1973, the FIA World Rally Championship (WRC) is considered to be the most demanding motor sport competition in the world. On this occasion, the best pilots compete in extreme conditions on a wide variety of terrain, from the snow-covered plains of Scandinavia to the arid lands of Sardinia. In different rounds, spread over 15 countries, participants engage in a fierce battle to win the world titles of drivers and manufacturers.

Technical features

MILITARE Chrono WRC Special Edition

Stainless steel treated PVD and DLC – Grey dial with hand-brushed finish and WRC logo

Case

- ✓ Diameter 43.50 mm, height 14.50 mm, satin steel 316L treated PVD & DLC, cushion shape
- ✓ Grey dial with hand-brushed finish and WRC logo
- ✓ Water-resistant to 120 meters, 12 ATM
- ✓ Bezel with tachometer
- ✓ Sapphire crystal with anti-reflective coating
- ✓ Hands with Super-LumiNova®
- ✓ Crown with protection system at 12 o'clock
- ✓ Smoked crystal open case back with WRC logo



Movement

- ✓ Swiss Made SW 300, 13 ¼" self-winding, personalized Anonimo oscillating weight with a bi-compax DD2035M chronograph module developed exclusively for Anonimo
- ✓ Power reserve 42 hours minimum
- ✓ 49 jewels
- ✓ Frequency 28'800 A/h (4Hz)
- ✓ 30-minute counter at 9 o'clock and central second, small seconds counter at 3 o'clock

Strap

Anthracite grey fireproofed Keprtec with orange topstitch – leather-inserted pieces - titanium pin buckle

Price : CHF 5'250 or € 5'000

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