



TUDOR, THE SISTER BRAND OF WATCH JUGGERNAUT ROLEX, IS A WELL-KNOWN NAME IN THE WATCH INDUSTRY. A successful brand in its own right, Tudor has been thriving in markets like China but has been absent from the US for the past 17 years, effectively leaving this market to Rolex. Now all of that is changing.

Tudor has often been overshadowed by the strength of the bigger and better-known Rolex.

And that's not too surprising considering that, in the early years, Tudor used Rolex movements, Rolex cases and almost-Rolex designs, fueling a brand identity crisis. Recently, however, Tudor has been working hard to change that perception—differentiating itself from Rolex with its own movements,

A GREAT COMEBACK

AFTER A 17-YEAR ABSENCE, TUDOR RETURNS TO THE USA

designs and marketing campaign. And this year, Tudor is finally returning to the US market.

ANCIENT HISTORY

Tudor was launched in 1946 by Rolex founder Hans Wilsdorf with the mission of offering a more affordable choice. Explaining the strategy, Wilsdorf wrote: "For some years now, I have been considering the idea of making a watch that our agents could sell at a more modest price than our Rolex watches, and yet one that would attain the standards of dependability for which Rolex are famous. I decided to form a separate company, with the object of making and marketing this new watch. It is called the Tudor Watch Company."

BY KEITH W. STRANDBERG



The Fastrider Black Shield, \$4,925

Tudor announced a new sports-world association when it became the timing partner of Italian motorcycle maker Ducati.

chronograph features monobloc case construction with a screw-down crown and is water-resistant to 150 meters. Its self-winding Tudor Caliber 7753 features rapid date correction and chronograph totalizers for minutes and hours. A black-on-black tachymetric scale marks the bezel. The watch is created in black with luminous red dial elements, echoing the colors of the iconic Italian brand that it honors, and also in black with luminous bronze hands and markers.

FUTURE PROSPECTS

As Tudor approaches what looks to be an exciting future, the brand knows it doesn't make sense to neglect the past or the loyal customers who have been buying Tudor happily for decades. Enter the Heritage Collection, a part of Tudor's line created to pay homage to the brand's long history, but which reinvents the classic sports-oriented pieces at the same time.

Introduced last year, the Heritage Black Bay, a water-worthy timepiece with burgundy-colored rotating bezel and a 200-meter water-resistance rating, became an instant bestseller for the brand. The newer Tudor Heritage Chrono Blue is a vintage-look chronograph based on a 1973 model, known to collectors as the Montecarlo. The Chrono Blue updates this beautiful watch without sacrificing its vintage appeal.

At 42 mm, the new watch is 2 mm larger in diameter than the 1973 original and applies a bit of modern opaline gray to the watch's blue and orange graphic palette. The self-winding Tudor Caliber 2892 has date function, small seconds and an added chronograph mechanism with

45-minute totalizer. The bidirectional rotating bezel can be pressed into service as a second time zone display. The steel case has a screw-down crown and screw-down pushers for water resistance to 150 meters. The matching steel bracelet is interchangeable with an included fabric strap.

In addition to these, Tudor offers the Grantour Collection, celebrating the brand's partnership with the FIA World Endurance Championship, the Pelagos dive watch, water resistant to 500 meters, and, for women, the Clair de Rose and Glamour Collections—all new and all Tudor. Welcome back to the USA, Tudor, where there is always room for great new watches.

tudorwatch.com

DESIGN

DETAIL: Tail and brake lights are strips of LEDs that follow the line of the underseat panel, keeping the bike's external lines clean.

BLACK HORSE

TO ACCOMPANY THE LAUNCH OF THE TUDOR FASTRIDER BLACK SHIELD WATCH, TUDOR AND DUCATI COLLABORATED TO CREATE A ONE-OF-A-KIND DIAVEL CARBON MOTORCYCLE WITH AN OVERALL MATTE BLACK FINISH AND RED HIGHLIGHTING ON SOME OF THE BIKE'S DETAILS. BOTH THE FASTRIDER WATCH AND THE DIAVEL BIKE ARE MECHANICAL MARVELS EXUDING EXTREME STRENGTH.



Assembling the Tudor Fastrider Black Shield

Tudor used real-world people—rescue divers, mining engineers and rally drivers—to tout its watches' utility and features.



DRILLING DOWN:

Machine-finished forged aluminium wheels reduce the bike's dry weight to 452 lb.

HIGH PERFORMANCE:

The Diavel pairs a muscular silhouette with a pure-bred competition motor.