



Reverso Squadra Chronograph GMT Palermo Open, the ultimate extreme Reverso

The Reverso Squadra Chronograph GMT Palermo Open is taking the journey to the roots of the Reverso to its most radical level yet. Resolutely avant-garde in terms of its design, its case and its technical characteristics, it innovates on all fronts: an original material for its famous swivel case; a display brilliantly playing on colour contrasts; and the reliability of an exceptional movement featuring additional functions that are must-haves for the professional elite.

A sports watch par excellence, it shows legitimate pride in its status as the only automatic chronograph in the entire Reverso range. The merging of rare talents can indeed work miracles: the finest players of our era and Jaeger-LeCoultre have managed to bridge space and time to connect the first watch with a swivel case conceived on a polo field in India, to the Reverso Squadra unveiled at the Palermo Open polo tournament in this early 21st century.

A fiery temperament

Much like the most talented international polo players, the Reverso Squadra Chronograph GMT Palermo Open is gifted with an extreme nature that it is determined to show, starting with its unique case made from vulcanised rubber for the first time in the rich history of the Reverso. Nonetheless, the complexity of the iconic swivel case represented a particularly tough challenge for the Jaeger-LeCoultre technicians and engineers. They performed meticulous testing before developing dedicated production processes requiring the use of extremely high temperatures and pressures. There was no other way of fulfilling the desire to create such an extraordinarily intense shade of black. The brand designers then immediately resolved to emphasise the superb depth of this colour by creating chromatic compositions on the supporting elements and dial.

This avant-garde case houses the famous automatic Calibre 754 providing a splendid interpretation of the most useful additional functions in the world of elite sports: the chronograph which is indispensable in measuring crucial moments; and the dual time-zone indication that helps preserve the strength of the mental ties with loved ones back home.

The movement fully reflects the philosophy of the brand and of the Reverso Squadra line, in terms of its precision, reliability and resistance to the pressures involved in the practise of a sporting discipline. Its accuracy is ensured for a full 65 hours by a variable-inertia balance guaranteeing enhanced shock resistance and accurate long-term adjustment (by means of screws placed on the balance rim, and the laser-welded balance-spring). Moreover, this calibre comprises two high-end chronograph signature features: a column wheel and a vertical coupling-clutch. The former is a wheel that coordinates all phases of the chronograph function, thereby ensuring their perfect synchronisation, while the latter guarantees extreme reliability. Finally, its exhibition case-back highlights the movement and its exclusive "Squadra" decoration, admirably revealing the famous vertical Côtes de Genève, blued screws and openworked oscillating weight.



For a champion, hesitancy is not an option when a place in the final is at stake, and the indications must meet the criterion of absolute precision. The hour and minute hands are rhodium-plated, while the fiery red central seconds hand stands out clearly against the elegant black dial with its guilloché-work centre. The large date at 12 o'clock counterbalances the dual time-zone display at 6 o'clock, while the chronograph hour and minute counters, also featuring rhodium-plated hands, are placed opposite each other at 3 and 9 o'clock. The presence of a luminescent substance naturally facilitates reading off the indications, even in the dark.

Once the legibility and clarity of the dial were thus brilliantly ensured, the Jaeger-LeCoultre artists gave free rein to their creative imagination by pursuing the play on light through splendid two-tone effects on the other parts of the watch. They pay a splendid visual tribute to the unique two-part structure of the case through two remarkable associations of materials. The first version combines the intense black of vulcanised rubber with the gleam of steel, while the second, issued in a limited edition of 500, plays on the appealing alternate use of intense deep black and the glowing warmth of pink gold. To further enliven this dynamic antagonism between organic and metallic elements, the Reverso Squadra Chronograph GMT Palermo Open is fitted with a technical strap featuring a rubber core surrounded by an incomparably rugged textile coating. Just as one would expect from such an inherently virile model, its matt tone further reinforces the resolute face of this powerful and uncompromising timepiece.

Jaeger-LeCoultre inaugurates a section dedicated to polo on its website

With the polo season in full swing, the Manufacture is inaugurating a new section of its website dedicated to this sport. Arranged in five parts, it narrates the close ties that have been woven between Jaeger-LeCoultre and polo since 1931 and presents the brand's Polo Ambassadors, four inimitable sportsmen and women: Adolfo Cambiaso, Eduardo Novillo Astrada, Lia Salvo and Claire Mountbatten, the Marchioness of Milford Haven. Brief biographies detail the various stages of their exceptional careers, while individual interviews reveal the dominant aspects of their personalities.

The polo section of the Jaeger-LeCoultre website publishes the outcomes of prestigious tournaments sponsored by the brand and provides various links that enable the mysteries surrounding polo, the oldest team sport in the world, to be explored. The Reverso watch, which was created at the request of polo players to help them cope with fast passes during matches, is naturally one of the guests of honor to be featured on this website. Characterized by unyielding modernity, this icon has been reinterpreted in countless ways over time and has nonetheless remained faithful to its underlying identity. The 75th anniversary of this emblematic watch with its reversible case witnessed the presentation of the Reverso Squadra watch, which caused a sensation during its launch in 2006 and whose square shape was inspired by a highly original design unearthed in the brand's archives. Available in both masculine and feminine versions, the Reverso Squadra incarnates the spirit of polo perfectly and embodies the values of the Manufacture.

Discover the polo section of the Jaeger-LeCoultre website now at:

www.jaeger-lecoultre.com/polo



Manufacture Jaeger-LeCoultre

Born of an invention, the Grande Maison has always been driven by the spirit of discovery; the need to create new, ever more accurate and more complex technical marvels. Year after year, knowledge and skills have been enriched, renewed and multiplied to serve the unique purpose of mastering the countless operations involved in manufacturing watch movements and cases – the fundamental prerequisite for rising to the most daunting technical challenges.

A major player in watchmaking history, Jaeger-LeCoultre has now celebrated its 175th anniversary. The Manufacture has an impressive range of world firsts, superlative creations and legendary models to its credit, including the Reverso, the Duoplan, the Master Control, the Memovox Polaris, the Gyrotourbillon I and the Atmos. In 2009, around 1000 people proficient in over 40 watchmaking professions and more than 20 cutting-edge technologies continue to pay tribute to the pioneering ardour of the company founders by creating new masterpieces proudly perpetuating the grand horological tradition.

In 2010, as a further extension to the capacious premises now surrounding Antoine LeCoultre's original atelier, Jaeger-LeCoultre will be inaugurating a new building providing 9,000m² of additional workshop space.