

PRESS RELEASE  
URBAN CLASSIC 2017

Delémont, Switzerland – 11 January 2017

### **Getting into shape for city life**

#### **New Wenger Urban Classic timepieces are in the zone with a contemporary body and a classic soul**

Like the branches of an impressive family tree, a new shape is assigning all Wenger timepieces a binding style signature. The 2017 Wenger Urban Classic watches are a case in point. A perfect circle and long lugs provide a contemporary appearance. At the same time, a salute to the inspiration from the iconic Wenger Commando, launched at the end of the twentieth century, echoes the substance of Swissness. These proudly masculine urban heroes have their feet on their ground in terms of precision and quality. As far as looks are concerned, this is city chic to go.

#### **The Wenger Urban Classic Petite Seconde – The power of now**

Every second counts for the modern male and accuracy tops the agenda of the Wenger Urban Classic Petite Seconde. A subdial at 6 o'clock tracks the passing of each second, while an elegantly proportioned main dial takes meticulous care of the hours and minutes. This timepiece is for the discerning wearer who considers external and internal beauty to be inseparable soulmates. He is drawn by the classic blue dial and fine brown leather strap with its matching stitching. Effortless timekeeping on the move, with elongated indexes and their faithful back-up crew, in the form of SuperLuminova numerals and hands, seal the deal.

#### **Wenger Urban Classic Chrono – Now is the time**

The intrinsic openness of the new case shape for Wenger watches is the perfect canvas for the art of chronograph design. The Wenger Urban Classic Chrono seduces with its symmetry – and delivers on its promise with a Swiss made movement. Blue confirms itself as the new black on a sunray brushed dial that gives excellent visibility to the stainless steel and SuperLuminova timekeeping and date detail. A light brown, stitched leather strap completes the picture. Will it take the wearer's imagination to his treasured brogues, the upholstery of his dream machine, or the vintage boxing gloves that hang up in his city loft? Only time will tell.



### **Wenger Urban Classic Petite Seconde**

Ref. 01.1741.103

Case: Round vertically brushed stainless steel 42 mm in diameter

Bezel: Fixed stainless steel rounded & polished

Movement: Swiss made Ronda 1069 Small Second

Dial: Sunray brushed blue, SLC3 on numerals, SS indexes, SLC3 on SS hands

Attachment: Semi-matt light brown leather strap with matching stitching

Crystal: Sapphire-coated

Water resistance: 10 ATM / 100 m

Swiss made

Three-year warranty

Suggested retail prices: CHF 179



### **Wenger Urban Classic Chrono**

Ref. 01.1743.104

Case: Round vertically brushed stainless steel 44 mm in diameter

Bezel: Fixed stainless steel rounded & polished

Movement: Swiss made Ronda Z60 Chronograph Date

Dial: Sunray brushed blue, SLC3 on numerals, SS indexes, SLCS3 on SS hands

Attachment: Semi-matt light brown leather strap with matching stitching

Crystal: Sapphire-coated

Water resistance: 10 ATM / 100 m

Swiss made

Three-year warranty

Suggested retail prices: CHF 269

**Press Contact**

[marketing.wenger.watches@victorinox.com](mailto:marketing.wenger.watches@victorinox.com)



### **About Wenger**

Agile, up-to-date and at home in the world's cities – but always with its traditional Swiss roots in mind. Wenger – founded in 1893 near Delémont in the canton of Jura – is with Victorinox the sole supplier of the world-famous “Swiss Army Knife”. Today the brand, which has been owned by Victorinox since 2005, produces and distributes watches and luggage. Wenger's products are reliable, functional and well designed, and they capture the spirit of the times. They are designed for people who travel a lot and who therefore want to count on a Swiss brand at a reasonable price.

### **Wenger Watches**

The best Swiss Made quality at the most reasonable price. Wenger Watches are designed to meet the variety of the today's metropolitan trends showcasing from the most classic flair, toward the most popular vintage touch, to crown with the most geared sportive look. Every design reflects visible and tangible attention to the smallest detail. The wide range of three-hand models and chronographs are water-resistant up to 200M20 ATM. Wenger is rigorous in its use of exclusively Swiss quartz movements, as well as high-quality materials such as genuine leather, stainless steel with PVD finish and robust sapphire-coated crystal. Wenger also offers a three-year guarantee for every watch which makes of Wenger Watches a genuine Swiss mate to enjoy a dynamic lifestyle.