



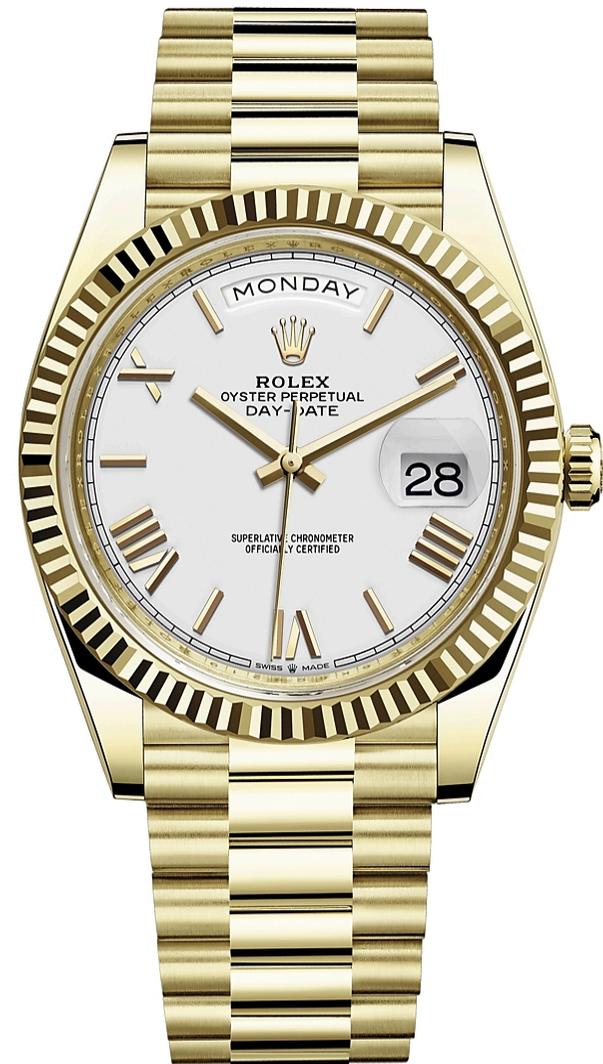
ROLEX

DAY-DATE 40

DAY-DATE 40

OYSTER, 40 MM, YELLOW GOLD

Launched in 1956, the Day-Date made its debut as the first waterproof and self-winding chronometer wristwatch to offer a modern calendar with an instantaneous day display, spelt out in full in a window on the dial, in addition to the date. The exceptional precision, reliability, legibility and presence of this prestigious model has made it the ultimate status watch.





18 CT GOLD

By operating its own exclusive foundry, Rolex has the unrivalled ability to cast the highest quality 18 ct gold alloys. According to the proportion of silver, copper, platinum or palladium added, different types of 18 ct gold are obtained: yellow, pink or white. They are made with only the purest metals and meticulously inspected in an in-house laboratory with state-of-the-art equipment, before the gold is formed and shaped with the same painstaking attention to quality. Rolex's commitment to excellence begins at the source.



THE PRESIDENT BRACELET

The design, development and production of Rolex bracelets and clasps, as well as the stringent tests they face, involve advanced high technology. And, as with all the components of the watch, aesthetic controls by the human eye guarantee impeccable beauty. The President bracelet, with its semi-circular three piece links, was created in 1956 for the launch of the Oyster Perpetual Day-Date. It represents the ultimate in refinement and comfort and is always made of carefully selected precious metals.

WHITE DIAL

The dial is the distinctive face of a Rolex watch, the feature most responsible for its identity and readability. Characterised by hour markers fashioned from 18 ct gold to prevent tarnishing, every Rolex dial is designed and manufactured in-house, largely by hand to ensure perfection.



3255 MOVEMENT

The Day-Date 40 is equipped with a new-generation movement, calibre 3255, entirely developed and manufactured by Rolex for a superlative level of performance. This self-winding mechanical movement is at the forefront of the art of watchmaking. A consummate demonstration of Rolex technology, with 14 patents, it offers fundamental gains in terms of precision, power reserve, resistance to shocks and magnetism, ease of use and reliability.

MONDAY, LUNDI

Initially presented in 1956, the Day-Date was a world first. The first watch to indicate the day of the week spelt out in full. Worn by many world leaders, the Day-Date is available with a bespoke day display in a wide choice of languages.



REFERENCE

228238

MODEL CASE

MODEL CASE

Oyster, 40 mm, yellow gold

OYSTER ARCHITECTURE

Monobloc middle case, screw-down case back and winding crown

DIAMETER

40 mm

MATERIAL

18 ct yellow gold

BEZEL

Fluted

WINDING CROWN

Screw-down, Twinlock double waterproofness system

CRYSTAL

Scratch-resistant sapphire, Cyclops lens over the date

WATER-RESISTANCE

Waterproof to 100 metres / 330 feet

MOVEMENT

MOVEMENT

Perpetual, mechanical, self-winding

CALIBRE

3255, Manufacture Rolex

PRECISION

-2/+2 sec/day, after casing

FUNCTIONS

Centre hour, minute and seconds hands
Instantaneous day and date in apertures, unrestricted rapid-setting. Stop-seconds for precise time setting

OSCILLATOR

Paramagnetic blue Parachrom hairspring.
High-performance Paraflex shock absorbers

WINDING

Bidirectional self-winding via Perpetual rotor

POWER RESERVE

Approximately 70 hours

BRACELET

BRACELET

President, semi-circular three-piece links

BRACELET MATERIAL

18 ct yellow gold

CLASP

Concealed folding Crownclasp

DIAL

DIAL

White

CERTIFICATION

CERTIFICATION

Superlative Chronometer (COSC + Rolex certification after casing)



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