

## A return to the essence of the pilot's watch: The new LONGINES PILOT MAJETEK

With the LONGINES PILOT MAJETEK, the winged hourglass brand is putting its name to the return of a watch designed for aviation and appreciated by a wider audience. This new timepiece combines a spirit of adventure and a historical dimension without ignoring 21<sup>st</sup>-century aesthetic and technical codes. Its bi-directional fluted bezel mounted on a cushion-shaped steel case asserts its original character and evokes the 1935 model that inspired it.

With a history of more than 190 years, Longines can draw on an incomparable heritage. The brand's iconic pilot's and explorer's instrument watches, with their cutting-edge technical features, are the prestigious proof of this. The winged-hourglass brand can thus offer enthusiasts of fine mechanical watches timepieces whose DNA is rooted in the characteristic aesthetics of the brand's historic models. Longines combines these with contemporary expertise, to measure time with the undisputed precision and reliability for which it is renowned. The design of the Longines Pilot Majetek is a perfect example of this.

In its first version, the curved cushion shape of its case underlines its unique design, registered on 1 April 1935 at the International Industrial Property Office in Bern, Switzerland. Although intended for aviators, this watch has in the past attracted a wider audience seeking a reliable, robust, precise and easy-to-read watch.

The technical and ergonomic features of the new Longines Pilot Majetek have been completely overhauled. Its revised proportions, original slightly curved cushion shape and more rounded lugs are in keeping with current trends.

Its 43 mm diameter delivers outstanding wearer comfort.

At 9 o'clock, the outside of the steel case, which has a screw-in back, is fitted with a commemorative plate marked "1935". This refers to the original date of the first Longines "Majetek" model, and conceals a newly patented gear mechanism. It guarantees the water-resistance of 10 bar (100 m) of the external fluted rotating bezel system coupled with the internal fluorescent mobile triangle marker, or "Starting time indicator". The latter is displayed below the sapphire crystal, from which it is independent, and above the dial. On the 1935 model, the bezel and the crystal with the marker rotated as a unit. On the current model, the sapphire glass is fixed and contributes to the water-resistance of the new case.

### A watch with defined codes

Like watches designed specifically for aviators, the new Longines Pilot Majetek has a matte black dial offering optimum legibility. The white Arabic numerals, coated with Super-LumiNova® old radium, indicate the hours, highlighted by a railway minute marker. Rhodium-tipped baton hands move across them. They are phosphorescent, ensuring optimal night-time legibility. The oversized small seconds dial, lowered into the dial at 6 o'clock, is a reminder, together with the fluted bezel, of the original functional character of this pilot's watch. The overall effect is well-balanced and the watch exudes elegance.

Powered by the exclusive Longines L893.6 calibre equipped with a magnetically resistant silicon balance spring, the new Longines Pilot Majetek has a 72-hour power reserve. The entire watch head is chronometer-certified by the Contrôle Officiel Suisse des Chronomètres (COSC), an independent control body. This timepiece has a two-stitch strap, available in a choice of brown or green leather with beige topstitching. A NATO-type strap made of polyester fibre, created from recycled materials, is also available. With its strong character, the Longines Pilot Majetek is ideal both for everyday wear and for all your upcoming adventures, at any and every latitude.





Press release | February 2023

**About our movements**

*With centuries of watchmaking expertise, Longines has played a pioneering role in a number of technological advances and continues to display an unwavering commitment to innovation. Its constant pursuit of excellence has, in turn, led it to equip all of its automatic timepieces with state-of-the-art movements which, notably, include a silicon balance-spring. This material is not only light and corrosion-resistant but also remains unaffected by normal temperature variations and magnetic fields. Its unique properties improve the precision and longevity of the watch and allow Longines to provide these models with a 5-year warranty.*

*Based in Saint-Imier in Switzerland since 1832, the watchmaking company Longines wields expertise steeped in tradition, elegance and performance. With generations of experience as official timekeeper of world championships, and as partner of international sports federations, Longines has built strong and long-lasting relationships in the world of sport over the years. Known for the elegance of its timepieces, Longines is a member of Swatch Group Ltd., the world's leading watch manufacturer. The Longines brand, with its winged hourglass emblem, is established in over 150 countries.*