

# The Test of Time.

**1914:** The Kew Observatory certifies Rolex as the first wristwatch in history to outperform the pocketwatch.

**1926:** The world's first truly water- and-shockproof watch is created when Rolex sculpts the revolutionary Oyster case from a solid block of metal.



**1947:** WWII ace Chuck Yeager, wearing a Rolex Oyster, flies faster than the speed of sound.

**1979:** Dr. Sylvia Earle, diving to a depth of 1,250 feet in the JIM diving suit, times her descent on her Rolex Oyster timepiece.



**1986:** The Royal Geographic Society studying the Wahiba Sands ecosystem, in the Sahara, rely on Rolex timepieces to withstand extreme desert temperatures.

**1990:** The Kagge Expedition, navigating by Rolex Oyster, is the first to trek unaided to the North Pole.



**1953:** Timing their ascent on Rolex Chronometers, Edmund Hillary and Tenzing Norgay become the first to climb to the summit of Mt. Everest.

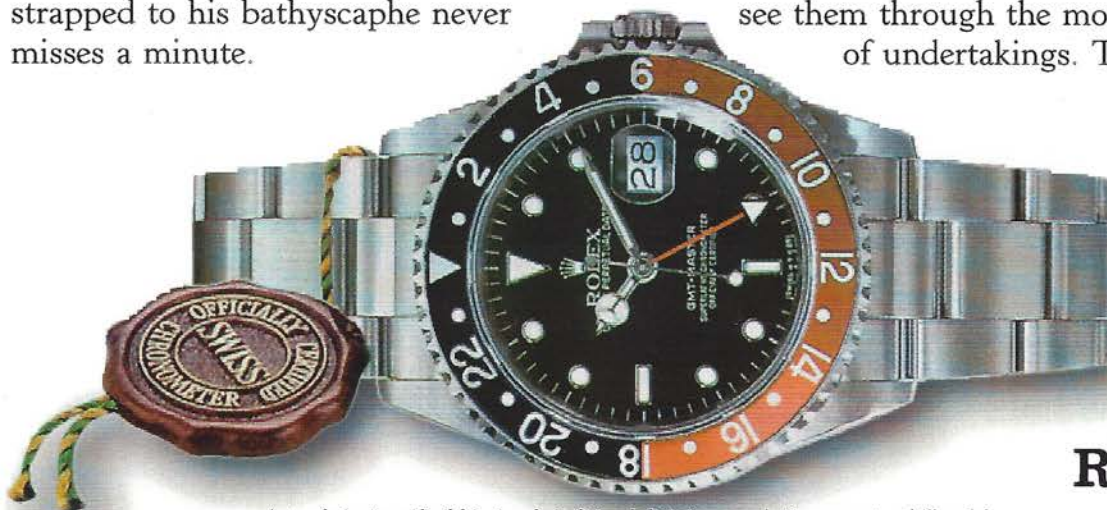


**1960:** Dr. Jacques Piccard breaks the world record with a 35,000-foot deep-sea dive. The Rolex Oyster strapped to his bathyscaphe never misses a minute.

**Today:** Lyn St. James, a race car driver with numerous closed-course land speed records and three victories at the Rolex 24 at Daytona endurance race, continues to look for new challenges.



For over eighty years, people have relied on Rolex timepieces to see them through the most hazardous of undertakings. They still do.



**ROLEX**

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