



A NEW RAINBOW TO HONOR OUR FRONTLINE HEROES BREITLING'S LIMITED-EDITION WATCH SUPPORTS HEALTHCARE PROFESSIONALS TACKLING COVID-19



In April this year, Breitling introduced a watch that attracted enormous attention. The Superocean Heritage '57 Limited Edition was launched during the brand's first-ever Summit Webcast which, because of the pandemic and lockdowns, was streamed globally. The Summit audience saw its rainbow-inspired design elements as symbols of hope and optimism, and the overwhelmingly positive feedback led Breitling to launch a second edition, this time with a blue dial, limited to 1000 pieces. Part of the proceeds from the watch are being donated to charities supporting the frontline healthcare workers in some of the most affected countries. Breitling is also donating an additional CHF 1000 to these charities for each of the first 100 Superocean Heritage '57 Limited Edition II watches sold via www.breitling.com. In total, Breitling will donate CHF 500,000.

The Superocean Heritage '57 Limited Edition II supports a great cause. As is often the case with Breitling, it all started with a superb watch and a compelling story. In April, Breitling introduced its first Superocean Heritage '57 Limited Edition. The reactions were overwhelmingly positive. Released as the pandemic was spreading

across the globe, the watch was unveiled during the Breitling Summit Webcast, and the international audience saw its colorful design elements as a beacon of hope and a positive reference to the rainbows that have become symbols of support for frontline healthcare professionals.



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The remarkable commitment of the healthcare professionals, combined with the enthusiastic feedback for its first rainbow watch, led Breitling to create the Superocean Heritage '57 Limited Edition II, which features a blue dial and rainbow design elements. The brand wanted to make a meaningful gesture in support of the healthcare workers and is contributing part of the proceeds from the new watch to charities in the countries hit hardest by the pandemic. These donations were made immediately upon the announcement of the new watch. Breitling is also donating an additional CHF 1000 to these charities for each of the first 100 Superocean Heritage '57 Limited Edition II watches sold via www.breitling.com. In total, the company will donate CHF 500,000, which will be split equally among six charities, and is encouraging its retail partners to contribute to the initiative.

Breitling CEO Georges Kern says: "We were amazed by the popularity of the Superocean Heritage '57 Limited Edition, which told us that we could do something for the incredible healthcare workers. They have sacrificed so much and we wanted to make it clear how much we care with this new version of our own rainbow."

Breitling has also announced that one of the Superocean Heritage '57 Limited Edition II watches will be auctioned by Charitybuzz, an organization known for its auctions of unique gifts and experiences in support of worthy causes, in June. The winning bidder will be given the unique opportunity to have a digital live chat with Kelly Slater, who is a member of Breitling Surfers Squad and arguably the greatest surfer of all time. The proceeds from the Charitybuzz auction will benefit Direct Relief, a US-based charity.

Supporting Healthcare Workers on the Front Lines

Breitling has chosen to support the following outstanding charities, all of which are active in the global struggle against the COVID-19 pandemic.

**TOUS UNIS
CONTRE LE VIRUS**

Faites un don sur
fondationdefrance.org

ORGANISME
OFFICIEL
DES JEUX
OLYMPIQUES
DE PARIS



INSTITUT
NATIONAL
DE SANTÉ
PUBLIQUE

In **France**, the donation will go to Fondation de France, a charity that helps healthcare workers finance research projects and supports local social workers and charities that work with the most vulnerable. It is the leading philanthropic network in France.



In **Italy**, support will be given to the Humanitas hospital group, which takes care of people who have been affected by the pandemic. Humanitas in Milan, the first Italian hospital to be quality-certified as an Academic Hospital by the Joint Commission International, has been on the front lines in the urgent mission to find a cure for COVID-19.



In **Japan**, a donation will be made to the National Center for Global Health and Medicine (NCGM), a national research and development agency that provides medical treatment and researches various infectious diseases, including COVID-19. The NCGM has already started the research and development of possible medical solutions to COVID-19. This renowned medical institution is highly active on the front line of the current coronavirus crisis.

In **Spain**, a share of the proceeds from the sale of the Superocean Heritage '57 will be donated to the Ministry of Health. Donations will be used to cover the most pressing demands in the health sector, with a focus on financing masks and other protective clothing and materials for healthcare workers, along with essential testing.

**NHS CHARITIES
TOGETHER**

In the **UK**, we are proud to support NHS Charities Together, whose charities support NHS staff and COVID-19 patients. Rainbows in support of NHS workers are a familiar sight throughout the UK. NHS Charities



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Together has raised a mind-boggling amount of over GBP 100 million to combat the coronavirus.



In the **USA**, Breitling will make a donation to Direct Relief, a humanitarian aid organization that aims to improve the health and lives of people affected by poverty or emergencies. It is helping to make sure that the courage of health workers on the front lines is honored with meaningful support, and that the people most at risk in this pandemic are cared for.

How You Can Help

We encourage you to make your own donation to one of these worthy organizations. They are facing epic challenges, and every donation helps. Thank you for supporting one of these outstanding charities:

[Fondation de France](#) [France]

[Humanitas](#) [Italy]

[The National Center for Global Health and Medicine](#) [Japan]

[The Ministry of Health](#) [Spain]

[NHS Charities Together](#) [UK]

[Direct Relief](#) [USA]

The Superocean Heritage '57 Limited Edition II

The Superocean Heritage '57 Limited Edition II is all about color. Its rainbow-inspired highlights are a clear link to the symbol that has come to represent support for frontline healthcare workers around the world.

This model has a 42-millimeter stainless-steel case and bidirectional rotating bezel with an ultrahard blue ceramic bezel ring and a blue dial. Among its most striking features are the color highlights marking the hours at 12, 3, 6, and 9 o'clock on the dial. The hour markers and the hour and minute hands are coated with Super-LumiNova® in a rainbow graduation of yellow, green, blue, indigo, violet, red, and orange. Don't be surprised if you find yourself inviting strangers to come and enjoy the little festival of color on your wrist!

The Superocean Heritage '57 Limited Edition II is available with either a gold-brown vintage-inspired leather strap with pin or folding buckle or an integrated Ocean Classic stainless-steel bracelet with a butterfly clasp. For anyone who wants to add even more color, this Limited Edition can be matched to a vibrant Outerknown ECONYL® yarn NATO strap, available separately in one of six color combinations: blue with dark blue stripes and lining, light blue with dark blue stripes and lining, yellow with orange stripes and lining, gray with black stripes and lining, red with black stripes and lining, and green with black stripes and lining.

The Superocean Heritage '57 Limited Edition II is limited to 1000 pieces. The caseback is engraved with the words "ONE OF 1000". What a perfect, colorful way to own an incredible watch and to say thank you to the frontline heroes tackling the challenge of the COVID-19 pandemic.

About Breitling

Since 1884, Breitling has established a global reputation for high-precision timepieces, its pioneering role in the development of the wrist chronograph, and its uncompromising commitment to design excellence. With the brand's storied association with aviation, Breitling has shared the finest moments in humankind's conquest of the skies. Renowned for its spirit of innovation, it has also earned a place of privilege in the worlds of science, sport, and technology. Breitling manufactures its own movements in-house and the quality of every watch is confirmed by its status as a COSC-certified chronometer, made in Switzerland.



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FACTS ABOUT THE WATCH:

SUPEROCEAN HERITAGE AUTOMATIC 42 '57 LIMITED EDITION II

Reference: A103702A1C1A1/A103702A1C1X1 or A103702A1C1X2

WATCH MOVEMENT

Caliber: Breitling Caliber 10
Diameter: 25.6 millimeters
Depth: 3.6 millimeters
Winder: self-winding mechanical, bidirectional with ball bearing
Power reserve: approx. 42 hours
Balance frequency: 28,800 a/h or 4 hertz
Display: hour, minute, second
Certification: COSC-certified

CASE

Material: stainless steel
Diameter: 42 millimeters
Height: 9.99 millimeters
Water resistance: up to 10 bar (100 meters)
Glass: sapphire, convex, double anti-reflective
Caseback: solid, screwed
Crown: non-screw-locked, two gaskets
Bezel: stainless steel with blue ceramic ring, bidirectional

DIAL/HANDS

Blue
Colored Super-LumiNova® luminescent hour markers, hour and minute hands

STRAP

Gold-brown vintage-inspired leather strap with pin or folding buckle or integrated Ocean
Classic stainless-steel bracelet with butterfly clasp



DOWNLOADS

All press material can be downloaded free of charge at

<https://press.breitling.com/superocean-heritage-57-limited-edition-ii>

FURTHER INFORMATION

ROMY HEBDEN

Head of Public Relations

BREITLING SA

Léon Breitling-Strasse 2
2540 Grenchen
Switzerland

Telephone: +41 32 654 54 54

Mobile: +41 79 731 90 28

E-mail: romy.hebden@breitling.com

Check our website at www.breitling.com

INTERNET AND SOCIAL MEDIA

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