



## **THE NEW JAEGER-LECOULTRE POLARIS COLLECTION**

INSPIRED BY HISTORY AND CONTEMPORARY SPORTING ELEGANCE

Today's man is someone who does it all. Always open to the new and untried, he finds surprising and innovative ways to make the most out of his life. For him, it's about the journey, not the destination, and the experiences along the way.

Today's man doesn't have a schedule he has to keep; he makes his own plan. For his lifestyle, he needs an elegant yet sporty watch that can do it all, one that keeps up with his active pace: the new Jaeger-LeCoultre Polaris.

### **The New Jaeger-LeCoultre Polaris Collection**

Inspired by the iconic Memovox Polaris watch from 1968, Jaeger-LeCoultre has developed a new collection to join the brand's existing pillars.

Not just a single homage to a historical reference, the new Jaeger-LeCoultre Polaris collection takes the spirit of Memovox Polaris and applies it to today's man of action with a full range of timepieces: a three-hand automatic, a chronograph and a chronograph world time, as well as two models with a stronger vintage feel: the Jaeger-LeCoultre Polaris Date and the Jaeger-LeCoultre Polaris Memovox.

Combining the high manufacturing know-how of Jaeger-LeCoultre, where all mechanical movements are made in-house, with the robustness, design aesthetic and sporty elegance today's man demands, the Jaeger-LeCoultre Polaris is destined to become the symbol for an active lifestyle.

Comprised of an initial release of five models, with one limited edition paying tribute to the 50th anniversary of the Memovox watch, the Jaeger-LeCoultre Polaris collection is a new pillar, one that redefines sporty elegance.

### **The Jaeger-LeCoultre Polaris Design**

The new Jaeger-LeCoultre Polaris collection channels the best of the Grande Maison's watchmaking tradition and its attention to detail, while creating a contemporary sporty yet elegant timepiece, with a vintage touch.

The dial architecture in the Jaeger-LeCoultre Polaris collection is distinctive, combining a mixture of finishings on three concentric circles: a Memovox Polaris-inspired center with a sunray finish, graining on the outer circle with the hours and minutes, and an opaline finish on the rotating inner bezel. The Jaeger-LeCoultre logo is applied, as are the classic Arabic numbers and the contemporary trapezoidal indexes. The hands are large and filled with Super-LumiNova™\* for excellent visibility in low light. In two models, the Super-LumiNova™\* is vintage vanilla-colored as an homage to the look of Tritium featured on the original Memovox Polaris. Historically black, the new Jaeger-LeCoultre Polaris is offered in a black or ocean blue dial, bringing a sense of urban elegance.



The cases for the Jaeger-LeCoultre Polaris collection are brand new, with proportions designed for an elegant sports watch. They feature an eye-catching combination of brushed and hand-polished surfaces, with sharp, plunging lugs and thin, rounded bezels. The large crowns, emblematic of the 1968 model, have been redesigned for better grip. The exhibition backs of three pieces in this new collection show off the high watchmaking manufacture movements, complete with an oscillating weight featuring the emblematic Jaeger-LeCoultre logo.

A newly designed three-link metal bracelet with polished and brushed finished surfaces is ergonomic and comfortable. The straps are interchangeable for both alligator leather and calfskin. The latter is offered in both light and dark brown version with an aged leather patina. A new graphic folding buckle featured on leather straps echoes the case design with a combination of polished and brushed surfaces.

## **JAEGER-LECOULTRE POLARIS AUTOMATIC Two-Crown Simplicity**

The Jaeger-LeCoultre Polaris Automatic introduces the collection, featuring the iconic two crowns, one for time setting and one for the inner rotating bezel. The inner rotating bezel speaks to the diving-inspired nature of this timepiece, simplifying the act of tracking elapsed time. The dual-crown layout is unique to the Jaeger-LeCoultre Polaris collection, making the watch stand out from the crowd.

This sporty design, however, is tempered by its finishing, resulting in beautiful dials with three treatments – sunray, grained and opaline. The watch features interchangeable straps with a new folding buckle. The Jaeger-LeCoultre Polaris Automatic also comes on a three-link bracelet that is all new for 2018.

### **Technical characteristics:**

Size: 41mm, stainless steel

Movement: automatic mechanical movement, Jaeger-LeCoultre Caliber 898/1

Power reserve: 40 hours

Functions: hours/minutes/seconds, rotating inner bezel

Dial: black or ocean blue, with sunrayed, grained and opaline finishes

Water resistance: 100m

## **JAEGER-LECOULTRE POLARIS CHRONOGRAPH IN STEEL In-House Chronograph Caliber**

Jaeger-LeCoultre has an undeniable link to motorsports, as any person with a love for classic cars will immediately know, having seen the Jaeger dashboard instruments used in the most iconic classic cars and motorcycles.

The 42mm Jaeger-LeCoultre Polaris Chronograph is the sportiest of the new line, equipped with a tachymeter bezel. The tachymeter scale allows you to determine your speed over a fixed distance, perfect for days at the track or to check your own speed on the highway.

A chronograph is perhaps the most practical complication in watchmaking. The pushers of this precision instrument have been redesigned for a better grip, and the thin bezel helps to open the dial for maximum readability.



This new model offers sharp contrast so the chronograph subdials can be read quickly, complete with oversized triangular indices.

**Technical characteristics:**

Size: 42mm, stainless steel

Movement: automatic mechanical movement, Jaeger-LeCoultre Caliber 751

Power reserve: 65 hours

Functions: hours/minutes/seconds, chronograph, tachymeter scale

Dial: black or ocean blue, with sunrayed, grained and opaline finishes

Water resistance: 100m

**JAEGER-LECOULTRE POLARIS CHRONOGRAPH IN ROSE GOLD  
Timing Made Elegant**

The new Jaeger-LeCoultre Polaris Chronograph is the only current model available in precious metal -- in this case rose gold -- with an anthracite dial and an oscillating weight in rose gold.

**Technical characteristics:**

Size: 42mm, rose gold

Movement: automatic mechanical movement, Jaeger-LeCoultre Caliber 751

Power reserve: 65 hours

Functions: hours/minutes/seconds, chronograph, tachymeter scale

Dial: anthracite with sunrayed, grained and opaline finishes

Water resistance: 100m

**JAEGER-LECOULTRE POLARIS CHRONOGRAPH WT  
Perfect Traveler**

The Jaeger-LeCoultre Polaris Chronograph WT offers it all – an in-house chronograph and the useful world time complication - perfect for the world traveler. It not only features the two chronograph pushers, but it has an additional crown at 10 o'clock to control the rotating city disc, which you can set to the city you are in, and immediately see the time in 23 other cities around the world.

World time watches can be a struggle to read, which is why the Jaeger-LeCoultre Polaris Chronograph WT is a generous 44mm, which enhances its readability. The watch is less than 13mm thick and the case is titanium, a light yet highly resistant material that makes the model comfortable on the wrist, and has a warmer tint than steel.

**Technical characteristics:**

Size: 44mm, Titanium

Movement: automatic mechanical movement, Jaeger-LeCoultre Caliber 752

Power reserve: 65 hours

Functions: hours/minutes/seconds, chronograph, worldtime



Dial: black or ocean blue with sunrayed, grained and opaline finishes

Water resistance: 100m

## **JAEGER-LECOULTRE POLARIS DATE** **Inspired Vintage**

With the Jaeger-LeCoultre Polaris Date, the link to the original Polaris from 1968 is stronger than ever. Like the original, this watch uses the same design codes -- Vanilla Super-LumiNova™\*, the triangle along with trapezoidal indices mixed with four Arabic numbers, a railway track for the minutes -- and features a date at three o'clock.

The case for the Jaeger-LeCoultre Polaris Date features a glass box where the crystal is raised from the case, evoking its vintage inspiration. Additionally, the case back is closed and features an engraving of a SCUBA diver, similar to the engraving that was found on the inner case back of the 1968 model.

The Jaeger-LeCoultre Polaris Date uses the signature polished and brushed case and has the distinctive double crown: one for the time and one for the inner rotating bezel. It comes on a brand-new rubber strap with a Clous de Paris pattern.

A serious sports watch, this surprisingly elegant timepiece is water resistant to 200 meters.

### **Technical characteristics:**

Size: 42mm, stainless steel

Movement: automatic mechanical movement, Jaeger-LeCoultre Caliber 899/1

Power reserve: 38 hours

Functions: hours/minutes/seconds, date, rotating inner bezel

Dial: black with sunrayed, grained and opaline finishes

Water resistance: 200m

## **JAEGER-LECOULTRE POLARIS MEMOVOX** **Rebirth of an icon**

Issued in a limited edition of 1,000 pieces, this model features the special alarm function made famous by the 1968 Memovox Polaris watch. This 50th anniversary timepiece has an iconic three-crown design: one for setting the alarm (top), one for the inner rotating bezel (middle) and one for setting the time (bottom). The vintage cues on the dial call to mind the 1968 original - vanilla Super-LumiNova™\*, trapezoidal indices mixed with four Arabic numbers – and the triangle in the dial center serving as the alarm indicator. Controlled by the alarm crown, the central disc turns to line up the triangle with the desired alarm time.

The Jaeger-LeCoultre Calibre 956 features the striking mechanism with a gong, along with the central seconds and instant-jump date-change system. This caliber is a direct descendant of the first automatic alarm watch movement created by Jaeger-LeCoultre in the 1950s. Constantly improved, it still represents the ultimate in accuracy, robustness and reliability. This is a rare example of a movement that has been in production for more than 60 years after its creation, continuously updated and modernized.



The new Jaeger-LeCoultre Polaris Memovox comes on a brand-new rubber strap with a new folding buckle and is water resistant to 200 meters.

**Technical characteristics:**

Size: 42mm, stainless steel

Movement: automatic mechanical movement, Jaeger-LeCoultre Caliber 956

Power reserve: 44 hours

Functions: hours/minutes/seconds, alarm, date

Dial: black sunrayed, grained and opaline finishes

Water resistance: 200m

**Inspired by an icon from Jaeger-LeCoultre's vast archives, the new Jaeger-LeCoultre Polaris collection continues the adventure and takes it into the future, with a selection suitable for any man of action. Ready for anything, the Jaeger-LeCoultre Polaris awaits.**

*\*Jaeger-LeCoultre is not the owner of Super-LumiNova*

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**The Jaeger-LeCoultre Manufacture**

We were born in La Vallée de Joux in the Swiss mountains in 1833.

Since day one, each watch, from the calibre to the case, is designed, made and assembled in our Manufacture by our master watchmakers. It demands inventiveness, determination, hard work and courage. How long it takes is irrelevant. What matters is how long it will last. This is the maker spirit.

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[www.jaeger-lecoultre.com](http://www.jaeger-lecoultre.com)