



INTRODUCING  
**POLARIS DATE**

**COMPACT PROPORTIONS IDEAL FOR EVERYDAY ADVENTURES**

**KEY FACTS:**

- **Refined dimensions:** a new, slimmer 40 mm case with a reduced 12.9 mm profile, designed to fit a wider range of wrists
- **Signature design codes:** a dark blue gradient lacquer dial, bold hour markers and hands, and an inner rotating bezel for measuring elapsed time
- **Manufacture precision:** the automatic Calibre 899, offering high performance and a 70-hour power reserve

Deftly balancing contemporary elegance with a sporting spirit, Jaeger-LeCoultre reinterprets the Polaris Date in a more compact 40 mm case, enhancing wearability while retaining every element of its purposeful and dynamic design.

**POLARIS: THE ELEGANCE OF JAEGER-LECOULTRE IN MODERN SPORTING STYLE**



*Jaeger-LeCoultre Memovox advertising, 1970*

**A sporting heritage born in the 1960s:** In 1968, Jaeger-LeCoultre ushered in a new era with the launch of the Memovox Polaris, a watch distinguished by its unconventional large case, which established it as an icon of diving watch design. A bold statement of intent from the Maison's watchmakers, it expressed a spirit of bold ambition that continues to define the Polaris collection today.

When Jaeger-LeCoultre revived the historic Polaris name in 2018, it reimagined the modern sporting watch through an entirely new collection of timepieces designed for a dynamic modern lifestyle. Deftly balancing the practical functions and robust capabilities of a sports watch with Jaeger-LeCoultre's distinctively elegant and timeless aesthetic, the

Polaris collection pays direct homage to the Maison's eponymous diving watches of the late 1960s.



Powered by high-performance calibres and distinguished by instantly recognisable design codes, the Polaris timepieces embody the adventurous character of their predecessors while reinterpreting their vintage appeal through a distinctly contemporary lens. The result is a collection of versatile modern classics.

## NEW COMPACT PROPORTIONS ENHANCE VERSATILITY

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**Precision in every detail:** As tastes and lifestyles evolve, Jaeger-LeCoultre revisits the anchor model of the Polaris collection – the Polaris Date – introducing it in a more compact, 40 mm steel case. As well as reducing the diameter of the steel case, the Maison has slimmed it down to a thickness of 12.9 mm, preserving the ideal proportions of its bold and purposeful design while enhancing comfort, wearability and versatility. The Polaris Date is presented on a blue canvas strap, fitted with a double-folding buckle.



The Polaris collection's distinctive aesthetic is anchored by its cases, which are distinguished by taut lines, glass-box crystals complemented by narrow bezels, a dynamic mix of brushed and polished surfaces, and dual crowns.

Positioned off-centre, the second crown adjusts the internal rotating bezel, enabling a countdown of pre-set elapsed time – a practical function derived from the diving watch ancestry of the Polaris collections. The steel case is water-resistant to 20 bar.

**Performance inside and out:** The sapphire crystal case-back reveals the finely finished automatic movement, **Calibre 899**. Exemplifying the pragmatic character of the Polaris collection, it combines mechanical elegance with high performance and offers a power reserve of 70 hours – highly practical for life on the move. Like the movement of every Jaeger-LeCoultre timepiece, it was designed, produced and assembled entirely under the Maison's own roof.

## A SIGNATURE DIAL

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The dial of the new Polaris Date retains all the signatures that distinguish the collection.

**A distinctive architecture** based on concentric circles; assertively designed Arabic numerals and elongated trapezoid indexes; and skeletonised hands – with all indications coated in Super-LumiNova® for optimum legibility in low light conditions.

**The lacquering of the dials** is a lengthy and exacting process. After the grained and sunray finish are crafted, 7 layers of coloured lacquer and 35 layers of translucent lacquer are successively applied and finally meticulously polished by hand to create the mesmerizing double gradient dial with profound depth.



The new, **more compact** dimensions of Polaris Date elevate its confident modernity and relaxed elegance while underlining its sporty and purposeful character, anchoring it as a contemporary classic perfectly suited to life's everyday adventures.

## TECHNICAL CHARACTERISTICS

### POLARIS DATE

**Case:** Steel

**Dimensions:** 40 mm diameter x 12.9 mm thick

**Calibre:** Automatic Jaeger-LeCoultre Calibre 899

**Functions:** Hours, minutes, seconds, date, inner rotating bezel

**Power Reserve:** 70 hours

**Dial:** Dark blue gradient lacquer

**Water resistance:** 20 bar

**Strap:** Blue canvas with double-folding buckle

**Reference:** Q9128981

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## ABOUT JAEGER-LECOULTRE – THE WATCHMAKER OF WATCHMAKERS™

Since 1833, driven by an unquenchable thirst for innovation and creativity, and inspired by the peaceful natural surroundings of its home in the Vallée de Joux, Jaeger-LeCoultre has been distinguished by its mastery of complications and the precision of its mechanisms. Known as the Watchmaker of Watchmakers™, the Manufacture-Atelier has expressed its relentlessly inventive spirit through the creation of more than 1,400 different calibres and the award of more than 430 patents. Harnessing over 190 years of accumulated expertise, Jaeger-LeCoultre's watchmakers design, produce, finish and ornament the most advanced and precise mechanisms, blending passion with centuries-old savoir-faire, linking the past to the future, timeless but always up with the times. Bringing together 82 ateliers, 108 crafts and 235 techniques – including 69 signature techniques – the Manufacture-Atelier creates fine timepieces that combine technical ingenuity with aesthetic beauty and a distinctively understated sophistication.