

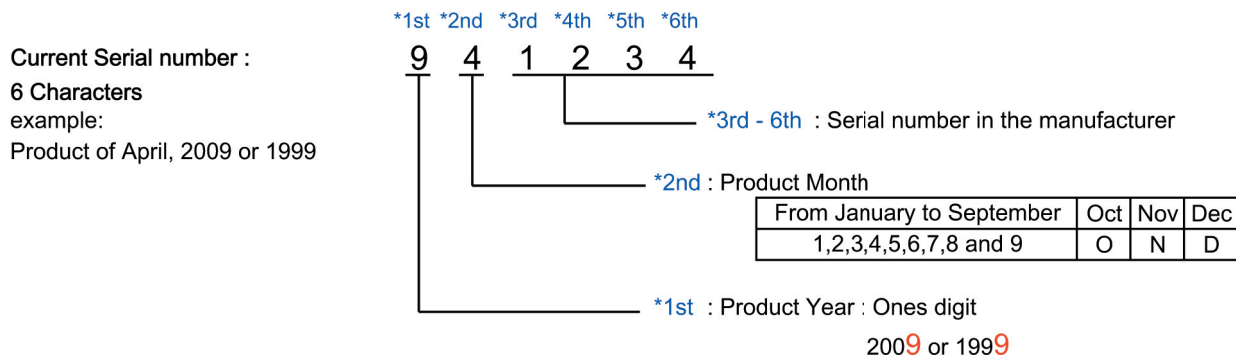
Technical Bulletin

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How does an Automatic Watch Work?

Effective with July 2010 production, the length of the serial number has been enhanced from 6 to 9 characters. This will not only provide more accurate identification information, but also vital production information to the manufacturing teams.

The current 6 character serial number requires an overall knowledge of our product in order to determine the correct manufacture year. If the number starts with "9" as an example, it may mean 2009 or 1999



By enhancing the serial number to 9 characters, the exact year and month of manufacture may be determined. As shown in the serial number below, it becomes clear the watch was made in 2010, rather than trying to determine if that first zero indicates 2010 or 2000.

