
New partnership with Land Rover

Last September Zenith announced its new partnership with the Land Rover motor manufacturer. In the presence of more than 200 carefully selected guests, ambassadors of the brand from Le Locle, international journalists and prominent figures, the two companies unveiled this cooperation which is designed for the long term. Gerry McGovern, Land Rover Chief Design Officer, took part in the event accompanied by Jean-Claude Biver, CEO of TAG Heuer and

Chairman of the LVMH Group's Watch Division, together with Ralph Speth, Managing Director of Jaguar Land Rover. On this occasion, Aldo Magada, Zenith Chairman and CEO, unveiled as a world first the El Primero Range Rover Special Edition chronograph, backed up by a presentation of the Range Rover SVAutobiography Dynamic four-wheel drive SUV. With a case in ceramic-coated aluminium this timepiece has been designed in close cooperation between the two firms. In the course of the evening, the guests also discovered an art work specially created by the French artist Richard Orlinski to present a subtle blend of the specific Zenith and Land Rover universes. ◦

RDI - Charles Kaeser

Un nouvel édifice pour des remontoirs d'exception

A l'étroit dans ses locaux actuels, la société RDI-Charles Kaeser a fait construire un nouveau bâtiment contemporain qui s'élève sur une parcelle entourée de verdure à Servion, dans le canton de Vaud. Elle y installera ses quartiers dans le courant de l'année 2017.

Créée en 2006, la maison familiale développe des automates, des accessoires ainsi que des écrans rotatifs haut de gamme imaginés pour accueillir les plus précieux des garde-temps. Destinés à de grandes manufactures horlogères, ces remontoirs sont conçus selon les exigences du label Swiss made et figurent parmi les plus silencieux du marché. Ils se déclinent en quatre gammes: Signature, qui se présente en deux différentes parures de marqueterie réalisées par l'artiste parisienne Rose Saneuil; Prestige, dont la version Dream est personnalisable; Safe-Lift, un remontoir à complications entièrement automatisé qui rend hommage à la tradition de la haute horlogerie; et le dernier-né, le K 10-7, un modèle high-tech habillé de fibres de carbone. Soins du détail, souci des finitions et passion pour l'innovation caractérisent chacun de ces luxueux cocons technologiques. ◦

A new building for exceptional watch winders

The RDI-Charles Kaeser company is running out of space on its present premises and has arranged for a new contemporary building to be erected on a plot surrounded by greenery at Servion in the Canton of Vaud. It will move into the new building in the course of 2017.

Established in 2006, the family firm develops automatic units, accessories and high end rotating presentation cases designed to accommodate the most precious timepieces. Destined for leading watch manufacturers, these winders have been designed to comply with the criteria of the Swiss made label and are among the quietest available on the market. They come in four different ranges: Signature in two different marquetry finishes styled by the Parisian artist Rose Saneuil; Prestige with the fully customisable Dream version; Safe-Lift a fully automated winder with complication functions that pays homage to the tradition of fine watchmaking and the very latest version, the K 10-7, a high-tech model with a carbon fibre exterior. Attention to detail, meticulous finish and a passion for innovation typify each of these luxurious technological cocoons. ◦

