

THOMAS MERCER

ESTD 1858

NEW *LEGACY BLACK* MARINE CHRONOMETER TO MAKE WORLD DEBUT AT SALON QP 2014

Media Information

For immediate Release

London, 6th November 2014,

Thomas Mercer is delighted to announce the launch of its latest creation, the *Legacy Black* marine chronometer; the world premiere will take place today on the opening night of SalonQP, indisputably the most prestigious horological event in the UK.

This new timekeeper marks an important milestone in the growth of the British company: in a third launch in as many years since its return to the scene in 2012, the new model represents an uncompromising statement of the brand's modernity and innovation.

"*Legacy Black* is the quintessential expression of Thomas Mercer luxury, heritage effortlessly balanced with this audaciously contemporary direction." - affirms company CEO Alessandro Quintavalle - "While timelessness and craftsmanship are inextricably rooted in this timekeeper, materials and finishing reaffirm our brand position at the very cutting edge of modern horology."

THE *LEGACY*: MAIN FEATURES OF THE TIMEPIECE

Featuring its peculiar asymmetrical body of AISI 316 stainless steel as well as the gimbals' suspension that allows the movement to remain horizontal regardless of the motion of the ship, the *Legacy* now displays in its *Black* version a distinctive DLC finishing, conferring on the timekeeper an utterly up-to-the-minute look.

Diamond-like carbon (DLC) is innovative carbon-based coating that provides the metal surface with hardness and wear resistance that are typical of diamonds; it is therefore particularly indicated for the casing of a timekeeper as it maintains the state of the surface finishing when applied onto the finished parts.

The dial heralds the occasion with a stunning combination of Geneva stripes (Côtes de Genève), details in All Black electroplating and DLC coating and, in a masterstroke of originality, both the

Thomas Mercer

Richmond Riverside, Richmond upon Thames, Surrey TW9 9ES
Telephone +44 (0) 2083 348 106 Fax +44 (0) 844 854 2865
press@thomasmercer.com www.thomasmercer.com

THOMAS MERCER

ESTD 1858

distinctive features of a marine chronometer mechanism - Spring Detent escapement and Chain and Fusee drive - are now visible through the dial apertures.

The Calibre TM0801 comes in a remarkable bi-colour finish made of All Black and rhodium plating, a combination which best expresses the movement's modernity and technological innovation.

Like every Thomas Mercer, the Legacy Black embraces the best of British luxury values and, with its painstaking design and craftsmanship, stands unmistakably for individual and incomparable style.

Thomas Mercer

Richmond Riverside, Richmond upon Thames, Surrey TW9 9ES
Telephone +44 (0) 2083 348 106 Fax +44 (0) 844 854 2865
press@thomasmerc.com www.thomasmerc.com