

# COUNT ON ME

## DS-1 Big Date 60<sup>th</sup> Anniversary

PRESS RELEASE  
Biel, August 2019



## **DS-1 Big Date 60th Anniversary: traditional reliability**

For 60 years now the initials “DS” have been synonymous with reliability. With the introduction of Double Security in 1959, Certina set new standards. Since then the ultra-robust concept has been adapted many times over to meet the demands of contemporary life. To mark this anniversary the brand presents a timepiece combining the timeless style of the past with today’s most advanced features. The DS-1 Big Date 60th Anniversary presents a dark green dial enhanced by the classic elegance of a Milanese bracelet. It also features an automatic movement that sets new standards in terms of anti-magnetism – thanks to its innovative Ni-vachron™ balance spring. Traditions, after all, must be kept up.



## **60 Years of Double Security**

Since its premiere in 1959 the DS Concept has had many opportunities to prove itself in the eyes of a worldwide audience. On the occasion of the first ascent of a Himalayan peak or while researching the depths of the ocean: Certina’s DS watches have faced and overcome the most extreme conditions. The secret of their Double Security (DS) lies in elaborate protective features. The extremely robust construction extends to the entire watch case – from the scratch-resistant sapphire crystal and reinforced case back to the intricate system of seals – implemented in all models in the current Certina collection.



### A worthy successor

The DS-1 Big Date 60th Anniversary is a modern interpretation of its adventurous predecessors. The domed dial is presented with pride in the signature Certina green. The dégradé effect and sunburst finish enhance the intense hue and lend visual depth. A big date at 6 o'clock, finely faceted wedge-shaped indexes and long hands ensure clear legibility. The back of the 41 mm diameter case presents a commemorative 60th anniversary imprint. A stainless steel Milanese mesh bracelet rounds off the elegant look. The watch is presented in special packaging.



### Modern mechanics with Nivachron balance spring

At the heart of the new model is a Powermatic 80 movement of the latest generation: along with a power reserve of up to 80 hours it features a completely new type of balance spring made from Nivachron™. This innovative material was developed with the Swatch Group to enable improved resistance to magnetic fields. Certina is now among the first brands to make use of this new material. Because it is based on titanium, the Swiss Made balance spring is also highly resistant to fluctuations in temperature and presents excellent shock resistance. In sum, sixty years after the premiere of the Double Security concept, the latest DS-1 once again sets a new standard of reliability. Count on me.

## **Technical specifications**

<b>Movement:</b>	ETA Powermatic 80.651 automatic movement, Swiss Made, Hours, minutes, seconds, big date Power reserve: up to 80 hours
<b>Case:</b>	Stainless steel 316L, commemorative imprint on the back; 41 mm diameter
<b>Dial:</b>	Dark green, domed dégradé dial with sunburst visual; big date at 6 o'clock
<b>Water resistance:</b>	Up to a pressure of 10 bar (100 m)
<b>Glass:</b>	Convex anti-reflective sapphire crystal
<b>Strap:</b>	Stainless steel Milanese strap with butterfly closure
<b>Special features:</b>	DS (Double Security), Dégradé dial, Powermatic 80 movement with Nivachron balance spring, commemorative imprint and special packaging

## **Reference / Price:**

C029.426.11.091.60

GBP 775\*

\*recommended retail prices



## **Contact:**

Certina SA,  
Mattenstrasse 149, 2503 Biel – Switzerland  
Evelyne Piéta, International PR Manager  
Tel.: +41 (0)32/343.38.20 / E-mail: [evelyne.pieta@certina.ch](mailto:evelyne.pieta@certina.ch)

General information: [www.certina.com](http://www.certina.com)

Press Lounge: <https://press.certina.com>

Follow us on:

