

CLASSIC DRIVER

Tangerine Dream



Limited to just 250 pieces worldwide, the newest watch from the Swiss manufacturer famous for its super-legible, 'over-size' timepieces has orange hands and numbers for the very best clarity at night.

This model, and its sister BR01 INSTRUMENT Titanium, will be presented at the forthcoming Baselworld Watch and Jewellery Show, in Switzerland at the end of March.

Like the other pieces in the BR01 INSTRUMENT collection, the ORANGE watch is inspired by aircraft instrument panels, and in the manner of aeronautical instrumentation, the BR01 watch is designed with professional use in mind.

The new BR01 INSTRUMENT ORANGE was designed to meet the demands of men facing extreme situations who need optimum night readability from a watch. As with aircraft gauges, the orange indexes contrast with the black background, thereby offering perfect legibility in all circumstances. In the West, the colour orange is associated with energy, and in the professional world, orange symbolizes emergency, risk or danger.

It is usually used to highlight important information. An "overheating engine" gauge or a "low fuel" indicator will often be shown by an orange warning light. It is therefore no accident that the American Coast Guard chooses orange (in association with blue, its complementary color in the visible spectrum) for its flag. With its ergonomic black and photoluminescent orange dial and its superlative Swiss movement, the BR01 INSTRUMENT ORANGE embodies Bell & Ross's philosophy: "Function initiates shape".

Two versions are available - both limited to 250 pieces - the BR01-92 ORANGE has a mechanical/automatic movement that shows hours/minutes/seconds, while the BR01-94 ORANGE also has a 3-counter chronograph (12-hour, 30-minute and 60-second) and date.



The new BR01 INSTRUMENT TITANIUM ULTRALIGHT collection



Also to be launched at Baselworld is the BR01 3-counter chronograph/date model with an ultralight titanium case and carbon fibre dial. The large white numbers contrast strongly with the black background to provide a highly readable dial, while the watch is highly resistant via its rubber strap designed for intensive use, a screw-in crown, and a case protected by "O-ring" type rubber seals.

Both the ORANGE and TITANIUM models are available with either rubber or heavy-duty synthetic fabric straps, and are water-resistant to 100 metres.

For further information please visit www.bellandross.com.

*Text - Classic Driver
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