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## Passion and precision combine for the new Zenith Range Rover Velar Special Edition

08 March 2017 | James Bannister

*The second product of Zenith and Range Rover's long-term partnership has just been unveiled at Geneva, and like the Range Rover Velar it complements, this watch is steeped in history...*

### **Swiss, by way of Britain**



Along with a passion for engineering, innovation, and quality, Zenith and Land Rover also shared a year of firsts almost half a century ago. In 1969, Rover began developing the first true luxury SUV, named the Velar in pre-production, and in the very same year, Zenith presented its fully working prototype of the world's first self-winding chronograph movement, aptly named El Primero. Now,

under the glistening lights of the 2017 Geneva International Motor Show, the two firms have come together to launch the new El Primero Range Rover Velar Special Edition, to celebrate the launch of Range Rover's latest mid-size SUV. Co-designed and engineered by Range Rover and Zenith, the Velar Special Edition is a lightweight, contemporary watch with an urban twist, just like its four-wheeled counterpart. With the tried and tested El Primero as a base, automotive and horological minds combined to create a face with contrasting burnished copper over a slate grey dial and a newly developed strap of sustainable rubber covered in diamond-perforated calfskin — the same fine Scottish leather used by Range Rover to achieve its trademark luxurious interiors. In one of the most fitting and tasteful collaborations we've seen in years, this new timepiece is sure to be the perfect companion for the varied adventures undertaken by each Velar owner.

*Photos: Zenith*

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