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## PRESS RELEASE

### **H. MOSER & CIE.: THE ESSENCE OF THE TOURBILLON**

Neuhausen am Rheinfall, November 14<sup>th</sup>, 2017

**H. Moser & Cie. enjoys combining design cues to create an unexpected effect and make the traditional sexy. In the Endeavour Tourbillon Concept, H. Moser & Cie. has extracted the essence of this complex mechanism with both technical and aesthetic appeal, combining it with the minimalist approach characteristic of the Schaffhausen-based Manufacture to emphasise the visual impact of the tourbillon. By associating it with the refined simplicity of the H. Moser fumé dials in their Concept style, without logo or indices, the Endeavour Tourbillon Concept represents an elegant yet contemporary reworking of the tourbillon. Only the essence remains: 100% traditional Swiss watchmaking, resolutely contemporary and utterly seductive.**

Positioned at 6 o'clock, the eye-catching flying tourbillon takes centre stage in the pared-back dial; appearing to float weightlessly. The Endeavour Tourbillon Concept is an ode to simplicity in white gold with the famous Funky Blue dial. Refocusing the debate on genuine luxury, striking and distinctive even in the absence of a logo, H. Moser & Cie. has placed the spotlight back on the product. The Schaffhausen-based Manufacture has also responded to a real need: the desire to return to basics, a desire for authenticity. The Endeavour Tourbillon Concept is a timepiece that has to be earned. Its secrets are not readily revealed, but must be discovered over time. Not everyone can own such a watch. Maturity and self-confidence are vital in order to design, as well as wear, such a pure model with a look as bold as this.

Founded on ingenuity, the H. Moser & Cie. Manufacture has developed more than 10 calibres over the last 10 years. Behind the skeleton bridge of the Moser minute tourbillon, the latest movement – the HMC 804 automatic calibre with three-day power reserve – can be seen beating. Powering this movement, the oscillating weight transfers the energy to the barrel via a bi-directional pawl winding system which reduces the time required to fully wind the watch. Made from 18-carat solid red gold, the oscillating weight is skeletonised to reveal the mechanism beneath.

A marvel of ingenuity, this movement is equipped with a double flat hairspring designed and produced in-house. Thanks to this pair of matched hairsprings, the movement of the point of gravity on each spring when it expands is corrected, significantly improving accuracy and isochronism in continual pursuit of perfection. In addition, the paired hairsprings also reduce the effect of friction normally experienced with a single hairspring, improving isochronism. Finally, the tourbillon's unique design makes it an interchangeable module, assembled and regulated independently of the movement via a simple plug and play system which allows easy servicing. The result is a tourbillon better adapted to the needs of early 21<sup>st</sup> century users.

The unmistakable H. Moser style of irreverent Haute Horlogerie.



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### **TECHNICAL SPECIFICATIONS – ENDEAVOUR TOURBILLON CONCEPT**

Reference 1804-0200, white gold model with Funky Blue dial, hand-stitched and buffed kudu leather strap, limited edition of 20 pieces

#### Case

18-carat white gold, three-part

Diameter: 42 mm

Height: 11.6 mm

See-through sapphire crystal case-back

Engraved with "1 of 20"

#### Dial

Funky Blue with sunburst pattern

Leaf-shaped hour and minute hands

#### Movement

HMC 804 automatic Manufacture calibre

Diameter: 32.0 mm or 14 <sup>1</sup>/<sub>4</sub> lignes

Height: 5.5 mm

Frequency: 21,600 vibrations/hour

Automatic bi-directional pawl winding system

Oscillating weight in 18-carat red gold with engraved H. Moser & Cie. logo

Power reserve: minimum 3 days

Original double hairspring

Moser minute flying tourbillon at 6 o'clock with skeletonised bridges

#### Functions

Hours and minutes

#### Strap

Hand-stitched and buffed kudu leather strap

18-carat solid white gold folding clasp engraved with the Moser logo



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### REFERENCES & PHOTOS

Endeavour Tourbillon Concept, ref. 1804-0200, white gold model with Funky Blue dial, hand-stitched and buffed kudu leather strap, limited edition of 20 pieces



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### H. MOSER & CIE.

H. Moser & Cie. was created by Heinrich Moser in 1828. Based in Neuhausen am Rheinfall, it currently employs 55 people, has eight of its own calibres and produces 1,200 watches per annum. H. Moser & Cie. manufactures parts such as regulating organs and balance-springs, which are used for its own production as well as to supply its partner companies. H. Moser & Cie. is honoured to have a Moser family member with the company as Honorary Chairman and President of the Heinrich and Henri Moser Foundation. The aim of the Moser Foundation, created by one of Heinrich Moser's descendants, is to keep the family history alive and seek out antique pieces for the Moser Museum, located in Charlottenfels Manor, Heinrich Moser's family home. With its substantial watchmaking expertise and highly acclaimed experience in the sector, MELB Holding holds shares in H. Moser & Cie. and Hautlence. MELB Holding is an independent family group, based in the heart of the legendary Vallée de Joux.