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Land Rover, Zenith base horological partnership on significant date

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El Primero Range Rover Special Edition

By STAFF REPORTS

British automaker Land Rover and Swiss watchmaker Zenith are teaming up to celebrate a shared milestone year.

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In 1969, the Range Rover prototype was unveiled, becoming the first luxury off road vehicle, and Zenith released its El Primero chronograph. Commemorating this year in common, the collaborators have launched an El Primero Range Rover Special Edition timepiece.

Marking a milestone

Land Rover and Zenith have more in common than 1969. Three years after each launched its trademark design, the two brands were both present as John Blashford-Snell crossed the Darin Gap in a Range Rover while wearing an El Primero timepiece.

Over the years, both brands have tweaked and improved on the original concepts while keeping the trademark items' heritage intact.

"The match between our two brands is very strong. Zenith and Range Rover are both pioneers in our respective industries, and we both create unique, innovative products," said Aldo Magada, president and CEO of Zenith, in a brand statement. "Through timeless design, both brands express authentic luxury.

"The Zenith team is very excited to start this long-term partnership with Range Rover, another superb brand and kindred spirit," he said.



Aldo Magada and Gerry McGovern

The resulting watch created together is a tribute to the rugged yet refined qualities of Range Rover vehicles, which fit in on a city street or off-road terrain. Aluminum bodywork pays homage to the Range Rover's chassis, while grey dials are inscribed with "Zenith Range Rover."

Featuring a rubber strap coated in either ivory or blue perforated calfskin, the timepiece features an El Primero 400B automatic movement. Beating 36,000 times per hour, the watch is able to keep time to a tenth of a second.

"The Zenith El Primero is one of the most distinctive watch designs ever produced, in my view," said Gerry McGovern, Land Rover chief design officer, in a statement. "Therefore it has been imperative to honor and respect this iconic design.

"It had to remain unmistakably an El Primero, but allude to Range Rover DNA," he said. "We looked to the reductive nature of a modern Range Rover interior and the Zenith team translated that into the dial of the watch, keeping it simple and unfussy.

"The matte finish simultaneously suggests understatement, sophistication and durability - like a Range Rover, it's an object you look at and immediately feel an emotional connection."

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