

JEWELRY

## Rolex sees positive outcome from ASA complaint

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*The ASA rules complaint against Rolex not upheld. Image credit: Rolex.*

By STAFF REPORTS

Swiss watchmaker Rolex has undergone a plight that many luxury goods manufacturers often have to endure, but has won out in the end.

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The fine watchmaker recently received a complaint from a customer that one of its watches was wrongfully categorized as "Superlative." With such a high price tag, many luxury brands see accusations similar to this since customers' expectations are extremely high.

### ASA complaints

While Rolex received this complaint through the Advertising Standards Authority, the organization investigated and did not uphold the claim.

The watch's product page on Rolex's Web site had a certification of "Superlative Chronometer (COSC + Rolex certification after casing)," which the complainant said was misleading.

Rolex explained that its certifications are applied to fully assembled watches regarding performance in precision, power reserve, waterproofness and self-winding.

The watchmaker claims it tested the watch within a 24-hour period under standard conditions. The testing including seven static positions and a rotating rack that simulates the motions of everyday wear.

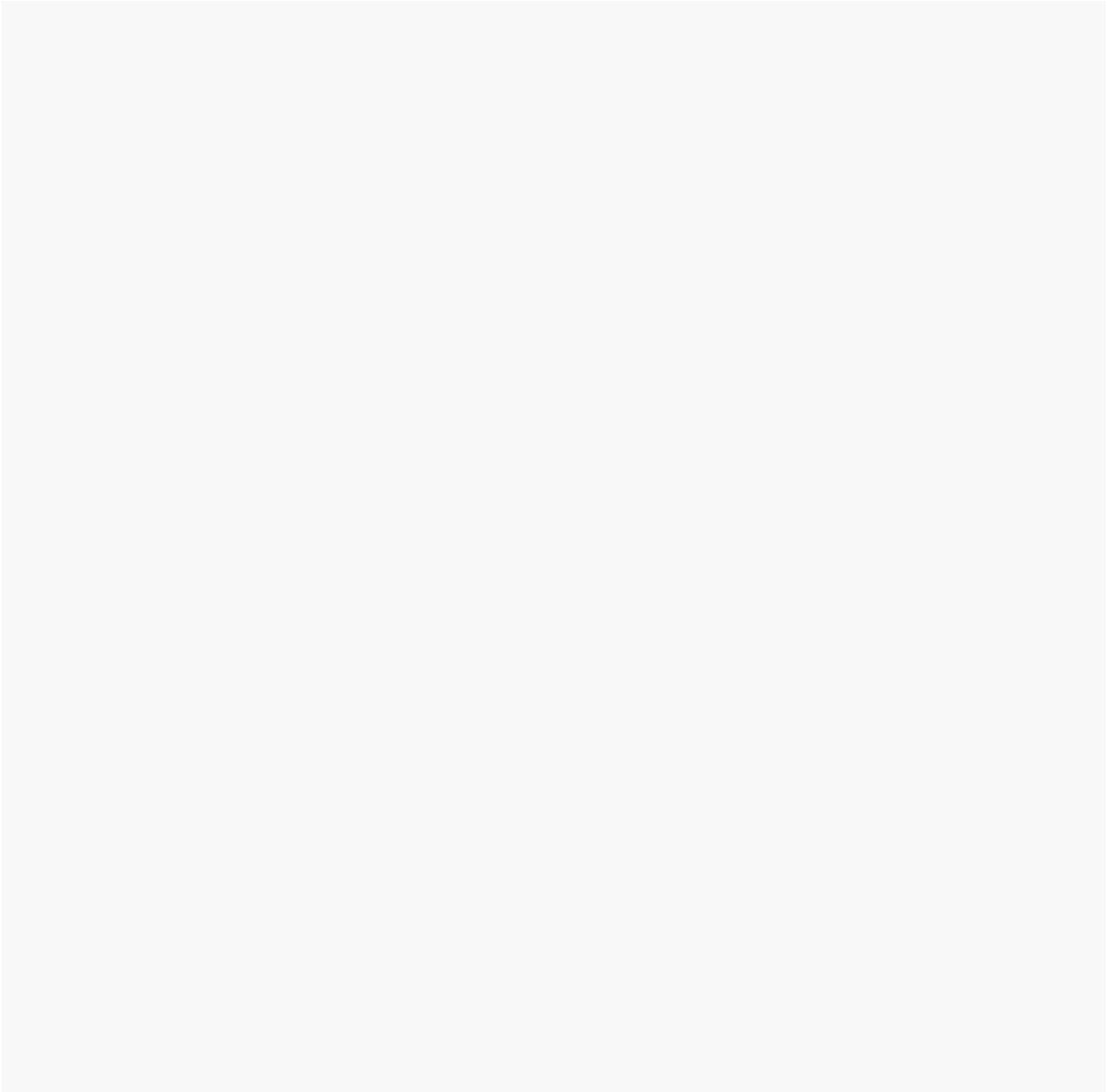
Rolex provided documentation that each watch that was designated a "Superlative Chronometer" passed all requirements.

The Official Swiss Chronometric Testing Institute also accredited the watch's certification as a "chronometer," which means the watch has an average precision rate of no more than -4/+6 seconds per day.

Because Rolex was able to provide documentation that the watches all in fact passed testing, the ASA deemed the complaint "not upheld."

"Whilst we understood that in the complainant's experience, the watch did not fulfill the stated performance," said

the ASA in its ruling on Rolex SA. "We considered that because Rolex had supplied documentation that showed the test methodology was sufficiently robust and reflected everyday conditions that the watch would be worn in, the claim has been substantiated and was not misleading."



The new generation of the Oyster Perpetual Datejust 31 is introduced with redesigned case sides and lugs, and equipped with calibre 2236. In 18ct white gold, this new version is fitted with a white mother-of-pearl dial and a diamond-set bezel. #Rolex #Datejust #Baselworld2018

A post shared by ROLEX (@rolex) on Mar 23, 2018 at 7:00am PDT

Luxury goods makers must be careful with their advertising since they are prone to scrutiny.

Similar to Rolex's situation, German automaker BMW also had to undergo an investigation from the ASA.

The automaker was accused of promoting irresponsible driving in a television commercial aired on March 8 in the United Kingdom.

In the commercial, a driver is shown in a BMW 5 Series driving through the countryside before entering city limits. While driving, the man swipes his hand across the built-in infotainment screen located next to the vehicle's

dashboard as the narrator says, "Introducing the new BMW 5 Series. Ambition raised."

The ASA ended up siding with BMW, ruling that the ad was not irresponsible ([see more](#)).

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