

WATCHES AND JEWELRY

Zenith releases limited-edition timepiece celebrating Extreme E Championship

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Zenith's commemorative Defy Extreme E Copper X Prix follows the earthy ethos and tones of the race and will be limited to 20 pieces. Image courtesy of Zenith

By LUXURY DAILY NEWS SERVICE

Swiss watch manufacturer **Zenith** is commemorating the 2022 Extreme E Championship with a new special-edition watch.

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Extreme E, an off-road racing series that taps electric SUVs for its races, is hosting its 2022 championship in South America, a first for the organization. Zenith's commemorative Defy Extreme E Copper X Prix follows the earthy ethos and tones of the race and will be limited to 20 pieces.

An extreme timepiece

The Defy Extreme E Copper X Prix is made up of multi-layered sapphire crystal elements and coppery-brown accents that are meant to reflect the dry, rocky environment surrounding the race, including the copper mines of the Chilean desert.

Both Extreme E and Zenith are proving that their continued commitment to sustainability is the basis of their partnership. The rubber strap of the limited-edition timepiece is crafted from materials of upcycled Continental CrossContact tires that were used in the first season's races.



The lightweight watch comes packaged in a sturdy waterproof and crushproof watch case. Image courtesy of Zenith

The lightweight watch comes packaged in a sturdy waterproof and crushproof watch case, aiming to poetically reflect the intense conditions of the race.

The Defy Extreme E Copper X Prix timepiece will retail for \$27,100. It will be sold exclusively at Zenith physical and only boutiques globally.

Zenith continues to foster meaningful partnerships across different sectors.

Last month, Zenith announced an exciting partnership with the world's largest breast cancer charity, Susan G. Komen for the Cure.

This collaboration, which was announced on Sept. 16, has yielded a special-edition piece to support the fight to end breast cancer. The Chronomaster Original Pink sports Susan G. Komen's trademark rose colored hue and will raise important funds to support women's healthcare and increase access to lifesaving care ([see story](#)).

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