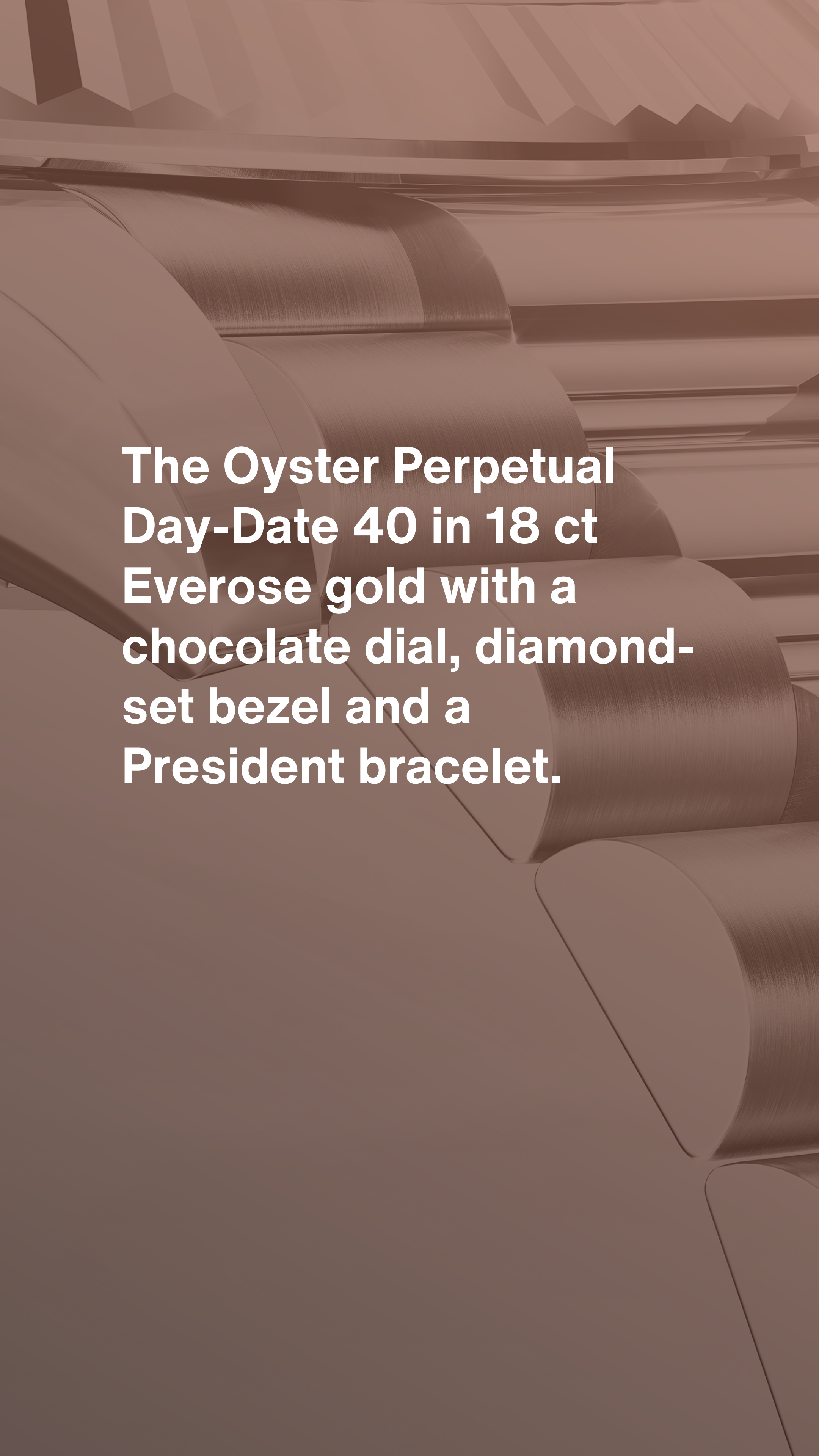




Day-Date 40

Oyster, 40 mm, Everose gold and diamonds



**The Oyster Perpetual
Day-Date 40 in 18 ct
Everose gold with a
chocolate dial, diamond-
set bezel and a
President bracelet.**



DIAMOND-SET BEZEL

A sparkling symphony

Gem-setters, like sculptors, finely carve the precious metal to hand-shape the seat in which each gemstone will be perfectly lodged. With the art and craft of a jeweller, the stone is placed and meticulously aligned with the others, then firmly secured in its gold or platinum setting.

Besides the intrinsic quality of the stones, several other criteria contribute to the beauty of Rolex gem-setting: the precise alignment of the height of the gems, their orientation and position, the regularity, strength and proportions of the setting

as well as the intricate finishing of the metalwork.
A sparkling symphony to enhance the watch and
enchant the wearer.



CHOCOLATE DIAL

A watchmaking technique

The sunray finish creates delicate light reflections on many dials in the Oyster Perpetual collection. It is obtained using masterful brushing techniques that create grooves running outwards from the centre of the dial.

Light is diffused consistently along each engraving, creating a characteristic subtle glow that moves depending on the position of the wrist. Once the sunray finish has been completed, the

dial colour is applied using Physical Vapour Deposition or electroplating. A light coat of varnish gives the dial its final look.

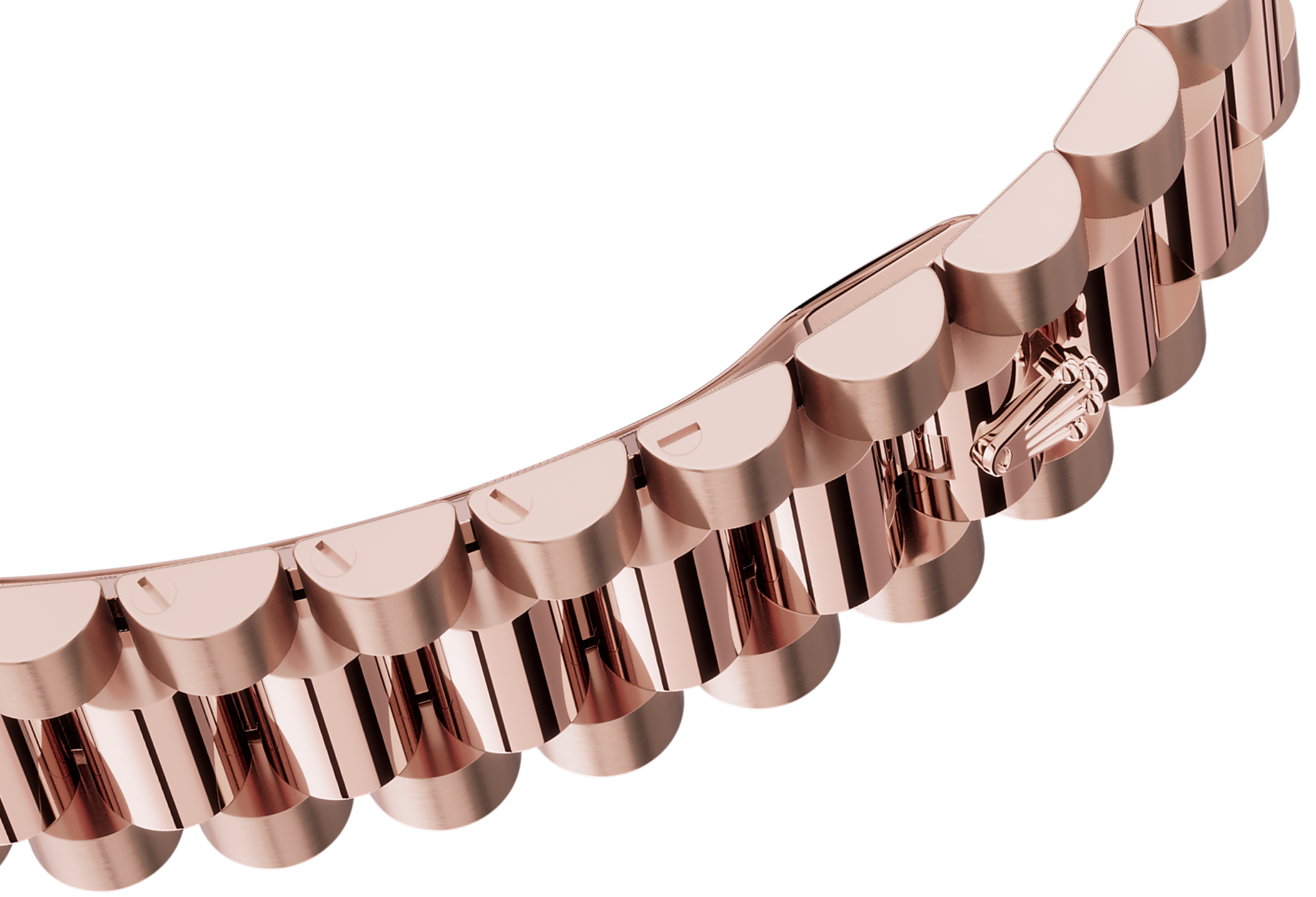


18 CT EVEROSE GOLD

An exclusive patent

To preserve the beauty of its pink gold watches, Rolex created and patented an exclusive 18 ct pink gold alloy cast in its own foundry: Everose gold.

Introduced in 2005, 18 ct Everose is used on all Rolex Oyster models in pink gold.



THE PRESIDENT BRACELET

The ultimate refinement

The design, development and production of Rolex bracelets and clasps, as well as the stringent tests they face, involve advanced high technology.

And, as with all the components of the watch, aesthetic controls by the human eye guarantee impeccable beauty. The President bracelet, with its semi-circular three piece links, was created in 1956 for the launch of the Oyster Perpetual Day-Date. It represents the ultimate in refinement and comfort and is always made of carefully selected precious metals.

More Day-Date

technical details

Reference 228345RBR

Model Case

Type

Oyster, 40 mm, Everose gold and diamonds

Diameter

40 mm

Material

Everose gold

Bezel

Diamond-set

Oyster Architecture

Monobloc middle case, screw-down case back and winding crown

Winding Crown

Screw-down, Twinlock double waterproofness system

Crystal

Scratch-resistant sapphire, Cyclops lens over the date

Water Resistance

Waterproof to 100 metres / 330 feet

Movement

Type

Perpetual, mechanical, self-winding

Calibre

3255, Manufacture Rolex

Precision

-2/+2 sec/day, after casing

Oscillator

Paramagnetic blue Parachrom hairspring. High-performance Paraflex shock absorbers

Winding

Bidirectional self-winding via Perpetual rotor

Power reserve

Approximately 70 hours

Functions

Centre hour, minute and seconds hands. Instantaneous day and date in apertures, secure rapid-setting. Stop-seconds for exact time setting

Bracelet

Type

President, semi-circular three-piece links

Bracelet Material

18 ct Everose gold

Clasp

Concealed folding Crownclasp

Dial

Type

Chocolate

Details

Highly legible Chromalight display with long-lasting blue luminescence

Certification

Type

Superlative Chronometer (official chronometer certification + Rolex certification after casing)

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