



A LEGACY OF INNOVATION



THE RISE OF AN AMERICAN INNOVATOR

1875 - Joseph Bulova opens a small store in Lower Manhattan.

A revolutionary company founded on the principles of

““

EFFICIENCY, PRECISION AND PERFECTION

””

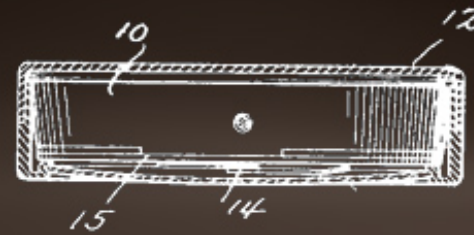


Fig. 2.

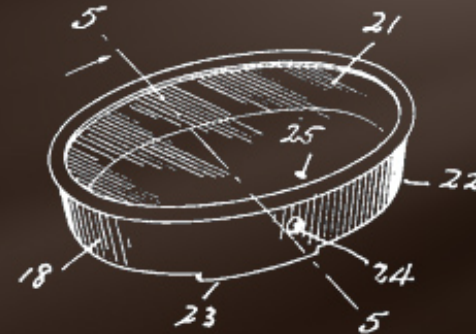
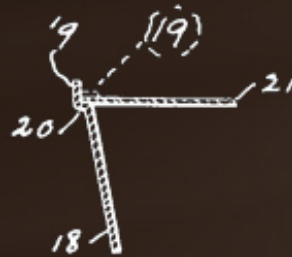


Fig. 3.

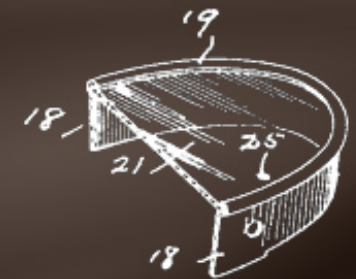


Fig. 5.

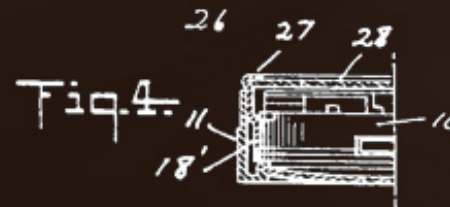


Fig. 4.

DUST-TITE
IMPROVEMENT FOR
WATCH MOVEMENTS.

INVENTOR
Joseph Bulova

BY
C. M. ...
ATTORNEY

Joseph Bulova patented numerous advancements in watchmaking years before his name became synonymous with time.



A STANDARDIZATION NEVER BEFORE SEEN

Bulova is the first to standardize practices in the creation of watch parts, ensuring a uniformity never before seen in watchmaking, similar to Ford's transformation of the automobile industry.



A NEW LEVEL OF ACCURACY

Bulova's Swiss laboratories spent over a decade perfecting Accutron, one of the most important innovations in the history of timekeeping.

WORLD'S FIRST FULLY ELECTRONIC WATCH

1960 - Bulova Accutron introduces the world's first fully electronic watch—the first breakthrough in precision since the introduction of the watch.





Using electronic circuitry instead of a balance wheel, the Bulova Accutron employs an electronically activated tuning fork.



A SYMBOL OF INTERNATIONAL INNOVATION

1967 Accutron electric clocks are placed on Air Force One and selected as the Official Gift of State, by President Johnson.

Accutron clocks are presented to visiting dignitaries and world leaders.



THINKING FURTHER THAN THE COMPETITION

1969 - Accutron technology becomes an integral part of 46 NASA space missions, including Apollo 11, the first space mission to land on the moon.

Buzz Aldrin places a Bulova Timer in the Moon's Sea of Tranquility.





COLLECTIONS

KIRKWOOD

The wonders of timekeeping
technology—revealed.

A distinctive collection, making
technology an integral design element.



- Fully skeletonized and open aperture dials
- Self-winding mechanical and quartz movements
- Surgical grade stainless steel craftsmanship with sapphire crystal
- Screw-back case
- Locking deployment buckle



GEMINI GMT

This collection, named after the famed NASA space program, highlights the relationship between Bulova Accutron and Space Technology.

This watch features the renowned ETA 2893-2 GMT self-winding, mechanical movement.





All Gemini models are carefully crafted to exacting standards, featuring:

- Surgical grade stainless steel
- Domed anti-reflective sapphire crystals
- Exhibition screw-back case
- Locking deployment buckle

GEMINI VALJOUX

Features the renowned ETA 7750
self-winding, mechanical movement.





GEMINI UNITAS

The traditional manual-winding mechanical
ETA 6498-1 movement is a true work of art.

CURAÇÃO

This collection provides a perfect balance of sport styling and functionality. Designed for deep-sea adventure, every Curaçao timepiece offers water resistance to 300 meters.



- Sophisticated tone-on-tone dial pattern
- Distinctive date-window accent
- Rotating ratchet bezel
- Exhibition screw-back case
- Screw-down crown
- Locking fold-over buckle with safety clasp



CORVARA

Sporty and smoothly contemporary, the Corvara Collection seamlessly integrates stylish design and high functionality.



Both self-winding mechanical and quartz models include:

- Integrated grooved design on dial
- Distinctive rounded octagonal case with screw-head accents
- Curved sapphire crystal
- Locking deployment or fold-over buckle





STRATFORD

A sophisticated blend of style and function, the classic Stratford Collection exudes elegance.

- Smoothly tapered cases
- Meticulously crafted chronographs with subtly detailed dials
- Four-screw casebacks
- Locking deployment buckle
- Surgical grade stainless steel

MASELLA

Designed for men and women of impeccable style, the Masella Collection is perfectly tailored and exquisitely detailed.

- Smoothly curved cases
- Sapphire crystals
- Four-screw casebacks
- Domed crowns
- Quartz movements



The LADIES' designs include hand-set diamonds and luminous-tipped hands.





MIRADOR

The Mirador Collection redefines timekeeping elegance by smoothly blending dress and sport elements, incorporating lustrous and durable ceramics.

- Hand-set diamonds
- Mother-of-pearl dials
- Domed sapphire crystal
- Quartz movements
- Surgical grade stainless steel



- Rotating bezels
- Luminous hands
- Eight-screw casebacks
- Screw-down cabochon crowns
- Locking deployment buckle

AMERIGO

Sophisticated and elegant, Amerigo blends innovative design with classic lines.



- Stylized, embossed multi-patterned dials
- Curved date or day indicators and applied numerals
- Self-winding mechanical and quartz models



- Elegantly curved case
- Domed sapphire crystal
- Classic onion-shaped crown
- Locking deployment buckle
- Surgical grade stainless steel






COMPETITIVE EDGE

Bulova Accutron has the build quality of the top Swiss brands.



Although competitively aligned with Longines, Hamilton, Tissot, Mido and Oris, Bulova Accutron watches are the ultimate in attainable luxury.





BRAND AMBASSADOR SIR RICHARD BRANSON

This year, Bulova Accutron announced global innovator and entrepreneur Sir Richard Branson as Brand Ambassador.

“
AS AN ENTREPRENEUR, HUMANITARIAN
AND PIONEER, SIR RICHARD REFLECTS THE
SPIRIT OF INNOVATION THAT IS AT THE
HEART OF THE BULOVA ACCUTRON BRAND.

”
*Dennis W. Perry,
Bulova Corporation President*

Sir Richard Branson is now the face of Bulova Accutron's "Swiss Made. Self Made" campaign.

SWISS MADE.

SELF MADE.
Sir Richard Branson
Founder of Virgin Group.

Richard Branson

From the Kirkwood Collection

THERE IS A MOMENT WHEN IMAGINATION BECOMES INNOVATION.

Perhaps no one captures this moment more often than Sir Richard Branson. Of course, this doesn't happen by chance. It happens because he pursues vision. Relentlessly. That is why he wears Bulova Accutron. The timepiece that reinvents accuracy time and again.

Bulova Accutron: Innovation never rests.

Sir Richard Branson's proceeds from the photo shoot were donated to Virgin Unite, Virgin's non-profit foundation. www.virginunite.com

**BULOVA
ACCUTRON**
SINCE 1875



Research-based, highly targeted advertising and marketing aimed at the Swiss-wearing demographic has contributed greatly to Bulova Accutron's growing sales.



FOCUS ON THE FUTURE



LIMITED EDITION RICHARD BRANSON TIMEPIECE

Bulova Accutron is proud to announce the new Gemini Limited Edition timepiece. Developed in collaboration with Sir Richard Branson, the watch's features appeal to the world traveler.

- Self-winding mechanical
- ETA 2893-2 movement for simultaneous dual time-zone readings
- Stylized world map dial
- World time dial ring displaying 24 global destinations
- 500 piece run
- COSC certified





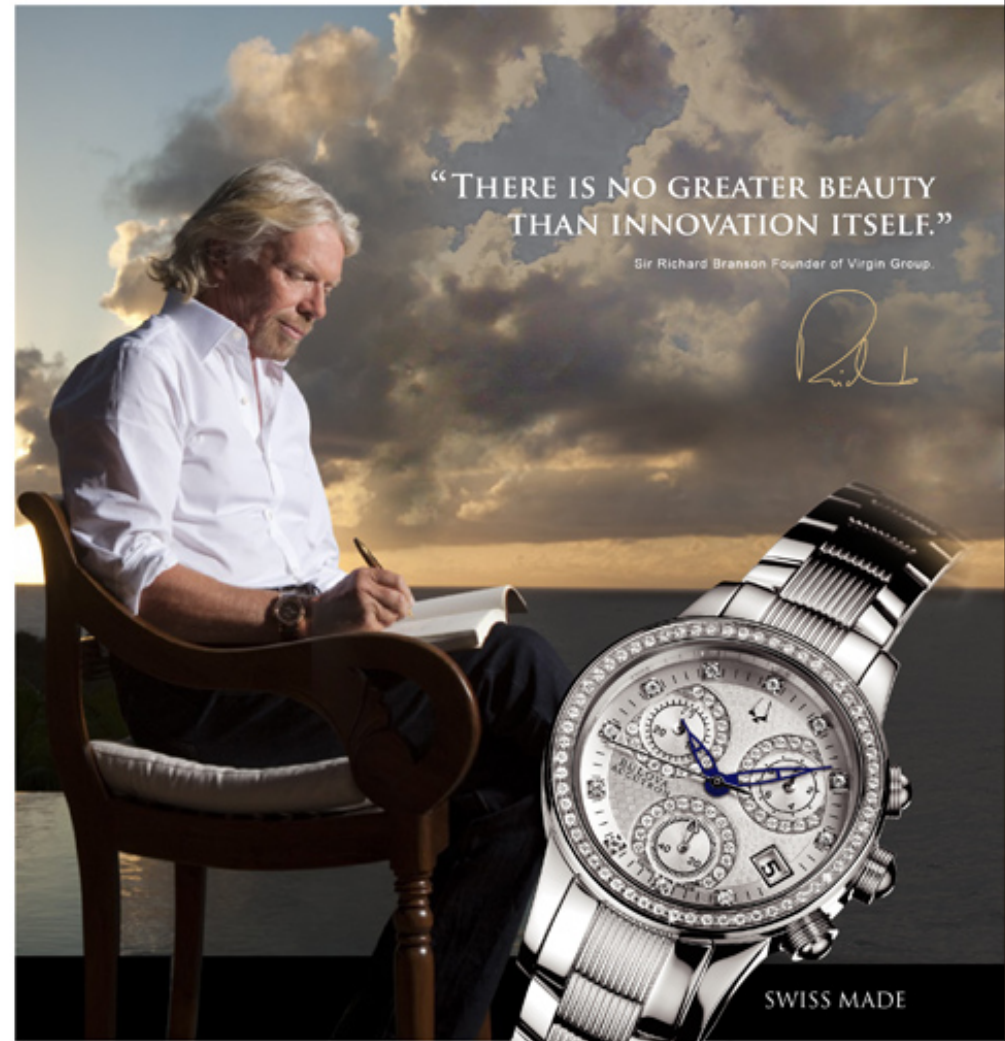
Bulova Accutron is committed to global expansion, with four new international subsidiaries established in China, Italy, Japan and the United Kingdom in the past year.

NEW LADIES' COLLECTION UNVEILED

Bulova Accutron will introduce
an exquisite line of ladies' watches.



The new collection will bring ladies' watches firmly into the spotlight, using targeted advertising and branding that speaks directly to our female consumers.



Sir Richard Branson has lived a life in pursuit of innovation. He is not alone. Any woman who blazes her own trail knows exactly how he feels. At Bulova Accutron, our storied history of innovation allows us to craft timepieces that achieve beauty on more than the mere surface. It is an inner beauty, born of accomplishment. Bulova Accutron: Swiss made, for the Self made.

**BULOVA
ACCUTRON**
SINCE 1875



BASELWORLD 2012

Bulova Accutron will continue its ethos of Paramount Accuracy and Swiss Innovation at Baselworld 2012 with the unveiling of a new proprietary technology.

Bulova Accutron has been a perpetual leader in timekeeping innovation since 1875.



SWISS MADE.

SELF MADE.
Sir Richard Branson
Founder of Virgin Group.

From the Gemini Collection

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**BULOVA
ACCUTRON**
SINCE 1875

THE FUTURE HOLDS EVEN MORE PROMISE,
AS BULOVA ACCUTRON CONTINUES TO
UPHOLD ITS CORE VALUES:

“PRECISION, INNOVATION AND EXCELLENCE”



BULOVA
ACCUTRON

SWISS MADE