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BREITLING AND OUTERKNOWN: A NEW SUPEROCEAN AND THE LAUNCH OF THE INNOVATIVE OUTERKNOWN ECONYL® YARN NATO STRAP COLLECTION



Breitling announces two launches in partnership with Outerknown, the sustainable apparel brand co-founded by surfing legend and Breitling Surfers Squad member Kelly Slater. In addition to the new Superocean Outerknown watch, Breitling introduces the first Outerknown ECONYL® yarn NATO strap collection. The 18 ecologically responsible straps, which will dress up any Breitling watch, are crafted from ECONYL® yarn, a material created from regenerated nylon waste, one source of which is fishing nets from the world's oceans.

Breitling has been known for its outstanding dive watches since 1957, when it introduced the original SuperOcean. The brand continues to produce superb underwater performers, but in recent years, it has also underscored its commitment to clean oceans and beaches through its partnerships with Outerknown and the sustainable apparel manufacturer's co-founder Kelly Slater, who is described as the world's greatest surfer.

Like Breitling, Outerknown works with the NGO Ocean Conservancy to raise awareness of the problem of marine waste. In 2018, Breitling celebrated the partnerships with its Superocean Heritage Chronograph 44

Outerknown. The brand is excited about offering a new watch inspired by the commitment it shares with Kelly Slater and Outerknown to help clean the world's oceans and beaches.

A Double Launch: the Superocean Outerknown and the Outerknown ECONYL® Yarn NATO Strap Collection

The new Superocean Outerknown builds on Breitling's strong partnership with Outerknown and underscores the two brands' shared dedication. The Outerknown ECONYL® yarn NATO strap collection takes the commitment to a new level. The straps are made of ECONYL®



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1884

yarn, a material created exclusively from recycled nylon waste. The 18 references make a profound environmental statement and feature six different colors and four different sizes, and come with a buckle in regular stainless steel or DLC-coated stainless steel. These models are as vibrant and stylish as they are ecologically sound.

Breitling CEO Georges Kern says: "We are happy to be able to build on our excellent partnership with Kelly Slater and Outerknown. The Superocean Outerknown is a fantastic watch, but the enduring story is the innovative strap collection. It marks another important step in our shared focus on sustainability." Kelly Slater agrees: "I often point out that the ocean and the beach are essentially my office. I'll do everything in my power to keep them clean. These new ECONYL® yarn straps that we've made with Georges and the team at Breitling are a step toward a cleaner environment, and we're proud to have our name associated with them. Importantly, they raise awareness that individuals really can make a difference. The oceans and beaches belong to all of us, so we want to encourage every man, woman, and child to help."

Like Kelly Slater, Mark Walker, CEO of Outerknown, is pleased to be extending the partnership with the Swiss brand, saying, "Breitling is a perfect and natural fit for Outerknown. Like us, they work closely with Ocean Conservancy, and it is clear that we all share a number of common values."

The Breitling Superocean Outerknown features a 44-millimeter stainless-steel case with a ratcheted unidirectional bezel, a feature that allows divers to time their dives accurately. It has a green dial and central hour, minute, and second hands that, like the numerals and indexes, are coated with Super-LumiNova®, a luminescent material that makes them easily readable in any lighting conditions.

The Superocean Outerknown is presented on a khaki green Outerknown NATO strap made of ECONYL® yarn – an innovative material created from nylon waste, recovered among others from the ocean – one source of which is fishing nets from oceans around the world.

The Superocean Outerknown is powered by a Breitling Caliber 17, which offers a power reserve of approximately 38 hours. The COSC-certified chronometer is water resistant to 100 bar/1000 meters, so it will more than meet the needs of any underwater adventurer. The watch's screwed stainless-steel caseback is engraved with the Outerknown logo.

The New Outerknown ECONYL® Yarn NATO Strap Collection

The Outerknown ECONYL® yarn NATO strap collection, created in cooperation with Outerknown, is fresh, vibrant, and colorful, and, while the straps were designed specifically for the new Superocean collection, they can be paired with any Breitling watch.

Each of the 18 references is made of ECONYL® yarn, created exclusively from recycled nylon waste. They are available in six colors: blue with dark blue stripes and lining, light blue with dark blue stripes and lining, yellow with orange stripes and lining, gray with black stripes and lining, red with black stripes and lining, and green with black stripes and lining.

Their buckles and keepers are available in two finishes: stainless steel and black DLC-coated stainless steel. And, with four different size options ranging from 18 mm to 24 mm, there is an Outerknown ECONYL® yarn NATO strap perfectly suited to every Breitling watch.

The Outerknown ECONYL® yarn NATO straps will be available exclusively through Breitling's authorized e-commerce platforms, where customers can first configure a Breitling watch with one of the innovative, environmentally responsible new straps before deciding to purchase it.

The SuperOcean Legacy

The Breitling Superocean Outerknown and the new Outerknown ECONYL® yarn NATO strap collection extend a legacy that can be traced back more than 60 years. The first SuperOcean watches were designed with a focus on the underwater challenges faced by divers. The new Superocean and Superocean Heritage models



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1884

are more than equal to those tasks, but Breitling has broadened its focus to take on one of the greatest challenges of all: to help ensure that future generations will have the chance to enjoy healthy oceans – in effect, the source of all life on Earth – and clean beaches.

Breitling

Since 1884, Breitling has established a global reputation for high-precision timepieces, its pioneering role in the development of the wrist chronograph, and its uncompromising commitment to design excellence. With the brand's storied association with aviation, Breitling has shared the finest moments in humankind's conquest of the skies. Renowned for its spirit of innovation, it has also earned a place of privilege in the worlds of science, sport, and technology. Breitling manufactures its own movements in-house and the quality of every watch is confirmed by its status as a COSC-certified chronometer, made in Switzerland.



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FACTS ABOUT THE WATCH: SUPEROCEAN AUTOMATIC 44 OUTERKNOWN

Reference: A17367A11L1W1

WATCH MOVEMENT

Caliber: Breitling Caliber 17
Diameter: 25.6 millimeters
Depth: 4.6 millimeters
Winder: self-winding mechanical, bidirectional with ball bearing
Power reserve: approximately 38 hours
Balance frequency: 28,800 a/h or 4 hertz
Display: hour, minute, second, date window
Certification: COSC-certified

CASE

Material: stainless steel
Diameter: 44 millimeters
Height: 14.21 millimeters
Water resistance: up to 100 bar [1000 meters]
Glass: sapphire, convex, double anti-reflective
Caseback: screwed steel
Crown: screw-locked, two gaskets
Bezel: unidirectional, ratcheted

DIAL/HANDS

Green
Super-LumiNova® luminescent numerals, indexes and hands

STRAP

Khaki-green ECONYL® yarn Outerknown NATO strap



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DOWNLOADS

All press material can be downloaded free of charge at

<https://press.breitling.com/superocean-outerknown-and-outerknown-econyl-straps>

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