

LUXURY SWISS WATCHMAKER ULYSSE NARDIN PARTNERS WITH OCEARCH, THE LEADING SCIENTIFIC SHARK CONSERVATION NON-PROFIT

ULYSSE NARDIN'S ONGOING COMMITMENT TO PROTECT THE WORLD'S OCEANS IS FURTHERED THROUGH THIS PARTNERSHIP WITH OCEARCH WHICH TIRELESSLY STRIVES TO SAVE THE PLANET'S SHARK POPULATION



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Miami, Florida – June 29, 2020 – Luxury Swiss watchmaker, ULYSSE NARDIN announces today its partnership and support of the non-profit research organization, OCEARCH. Continuing its commitment to supporting marine research, ULYSSE NARDIN, has teamed up with OCEARCH, a data and scientific driven organization that works collaboratively with researchers and educational institutions to better understand the movement and habits of sharks.

As a watch brand with deep ties to the ocean symbolized by the shark, it was only natural for ULYSSE NARDIN to form a partnership with the very organization leading the charge in shark research and conservation. OCEARCH's urgent mission is to accelerate the ocean's return to balance and abundance through fearless innovation in scientific research, education, outreach, and policy, using unique collaborations of individuals and organizations in the U.S. and abroad. Their goal is to assist researchers in their work and provide invaluable resources to better understand the shark's role as apex predator in the ocean's fragile ecosystem.

The art of watching a shark's migratory movement and the science behind their effect on marine life has been mastered by the OCEARCH team. Their hard-work and dedication to the understanding of sharks piqued the interest of the U.S. president of ULYSSE NARDIN, François-Xavier Hotier, when he joined the brand in 2018.

"One of my ambitions with ULYSSE NARDIN in the U.S. was to align the brand with a nonprofit organization that is taking immediate action in the field of marine life conservation and shark research, specifically," says François-Xavier Hotier. "OCEARCH's passion and their commitment to the shark species equaled that of our company's and I knew ULYSSE NARDIN could make a positive impact toward their, and truly our, collective mission to save the shark species and therein help balance the ocean's delicate ecosystem."

Much like the balance wheel of a mechanical movement, sharks are the balance keepers of our ocean's ecosystems. As the balance keepers, sharks are responsible for acting as the sea's equilibrium by regulating the cycle of life deep below the surface. Many marine species are difficult to study because components of their lifecycles occur solely or partially outside of the observable realm of researchers, making the studies completed by OCEARCH vital to our understanding of the sea and debunking sharks as a villain.

"In speaking with François-Xavier Hotier we came to realize, not only our shared passion for the impact of shark-based research but of the importance of doing good work for good," says Chris Fischer founder of OCEARCH. "We rely on companies like ULYSSE NARDIN to help raise awareness for our mission and look forward to working with the team behind the scenes and on future research expeditions."

The result is an organic partnership rooted in shared values and a mission to impact the world in a positive way through marine life conservation and scientific data. ULYSSE NARDIN is excited to support OCEARCH on its upcoming expeditions and work together to raise awareness around the importance of marine research for future generations. OCEARCH is currently planning two expeditions for the end of 2020. The first will take place August 5-20 in Massachusetts and the second from September 3-28 in Nova Scotia.

Throughout the years, ULYSSE NARDIN has created several timepieces that pay homage to different shark species in celebration of the brand's close connection to the world's oceans, making the partnership with OCEARCH all the more natural. The latest entries are two Limited Editions: The Diver Chronograph Hammerhead Shark and the Lady Diver Great White.



Diver Chronograph 44mm Hammerhead Shark Limited Edition

Named for the distinctive structure of their heads, Hammerhead sharks are consummate predators, using their hammer-shaped heads to scan for prey. This limited-edition of just 300 pieces features a hammerhead shark engraved on its case back.

A special grid pattern engraved behind the shark's wide-open mouth reinforces the strength and power of the animal. The shark is shown frontally for a bold, assertive look. Touches of red are everywhere, from the bezel joint, to the chronograph seconds hand, and the start/stop/reset pushers. And finally, in the rubber strap with a red hammerhead shark sculpted into the rubber at the 12 o'clock position. The watch's unique side plate is also engraved with red numbers. This new chronograph is powered by the UN-150 automatic manufacture movement with a silicium escapement and 48 hours power reserve.

Hammerhead Shark Limited Edition, Ref. 1503-170-3/93-HAMMER, titanium or rose gold case with rubber or fabric strap, \$11,900; ulyссе-nardin.com

Lady Diver 39mm Great White Limited Edition

With more than a touch of elegance and limited to just 300 pieces, the Lady Diver Great White is the counterpart to the men's Diver Great White. As with its masculine counterpart, the Lady Diver has a domed crystal, and a concave unidirectional bezel. The unique dial is designed to look like the granular skin of a great white shark.

Lady Diver 39mm Great White Limited Edition, Ref. 8163-182LE-3/11-GW, stainless steel with rubber strap, \$7,900; ulyссе-nardin.com

Technical Specifications



Reference	Hammerhead Shark Limited Edition: 1503-170-3/93-HAMMER
Movement	Caliber UN-150 In-house designed chronograph movement Escapement, Silicium technology
Functions	Hours, minutes and small seconds counter at 9 o'clock Chronograph functions (chronograph minute counter at 3 o'clock, chronograph hour counter at 6 o'clock, central chronograph second)
Power reserve	48 hours
Case	Titanium or 5N Rose Gold, screwed-in crown, screwed-in security pushers
Bezel	Inverted concave unidirectional rotating bezel
Diameter	44 mm
Water resistance	300 meters
Case back	Open case back with sapphire crystal, except for the Hammerhead shark limited edition which is engraved with a hammerhead shark.
Strap	Rubber with UN Element



References	Lady Diver Great White Limited Edition: 8163-182LE-3/11-GW
Movement	Caliber UN-816 Silicium technology caliber
Functions	Automatic movement Hours, minutes, seconds
Power reserve	42 hours
Case	Stainless steel
Bezel	Inverted concave unidirectional rotating bezel
Diameter	39 mm
Water resistance	300 meters
Case back	Large wind rose engraving Great White: stamped with female free diver
Strap	Great White : Rubber

About OCEARCH

OCEARCH is a data-centric, non-profit organization built to help scientists collect previously unattainable data in the ocean. Its mission is to accelerate the ocean's return to balance and abundance through fearless innovations in scientific research, education, outreach, and policy using unique collaborations of individuals and organizations in the U.S and abroad. OCEARCH provides an open sourced Shark Tracking service and app that allows scientists, educators, and fans alike to learn about the never before documented movements of our ocean's apex predators. Learn more and track sharks at [OCEARCH.ORG](https://www.ocearch.org).

OCEARCH App: <https://www.ocearch.org/app>
Digital Media Library: <https://bit.ly/3hTLUNG>

About Ulysse Nardin – Manufacture of Freedom

Ulysse Nardin is the Pioneering Manufacture inspired by the sea and delivering innovative timepieces to free spirits.

Founded by Mr. Ulysse Nardin in 1846 and a proud member of the global luxury group Kering since November 2014, Ulysse Nardin has written some of the finest chapters in the history of Haute Horlogerie. The company's earliest renown came from its links to the nautical world: its marine chronometers are among the most reliable ever made, still sought by collectors around the world. A pioneer of cutting-edge technologies and the innovative use of materials like silicon, the brand is one of the few with the in-house expertise to produce its own high-precision components and movements. This exceptional level of watchmaking excellence has earned Ulysse Nardin membership in the most exclusive circle of Swiss watchmaking, the Fondation de la Haute Horlogerie. Today, from its sites in Le Locle and La Chaux-de-Fonds in Switzerland, the brand's continuing quest for horological perfection centers around five collections: The Marine, the Diver, the Classico, the Executive and the Freak. In 2020, Ulysse Nardin explores the Xtremes, bringing the X-factor to the core of its collections. www.ulysses-nardin.com

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Link to the press room: <https://www.ulysses-nardin.com/press/>

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