



**FREDERIQUE CONSTANT**  
**GENEVE**

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**Frédérique Constant launches 3 new models of the celebrated "Runabout" gentleman's luxury watch**

Geneva – January 2010

2009 saw the introduction of the limited edition « Runabout » watch series from Frédérique Constant, designed to celebrate the legendary "Runabout" yachts of the roaring 20s, and which can be still seen today gracing the waters of Lake Geneva.

After the undoubted success of the "Runabout" launch, Frédérique Constant is bringing out 3 all-new special edition "Runabout" watches in limited editions of 1888 pieces for each series, in honour of the brand's continued involvement and support of the annual "Hélice Classique" yacht meet. Organised by the Société Nautique de Genève, the "Hélice Classique" brings together many of the remaining Runabout yachts, yachts that today, as in their heyday, symbolise elegance, sophistication and ageless design. And it is this that makes the partnership between Frédérique Constant and the Hélice Classique so apt, so perfect, because the same values and qualities are true for the "Runabout" watch series.

The star of the series, though, is the new Runabout Manufacture Power Reserve, with its Manufacture power reserve movement, which has been completely designed and constructed in-house, making it a true masterpiece and a monument to the design geniuses of the golden age of the 1920s. Presented in steel, the 43mm bevelled case is hand-polished and exposes a finely decorated 'Clous de Paris' guilloché dial in the centre. The polished indexes mirror the case and allow for an exceptionally clear reading. The delicate power reserve indicator at 12 o'clock lets the owner of the watch check the remaining power of the watch, (which, however, has an independence of 42 hours). The marine heritage of the "Runabout" watch is shown on the case back with an engraving of the propeller of the yacht and a porthole through which the manufactured movement can be clearly seen.

The two new Runabout Automatic models complete the Runabout series, and are also limited to 1888 pieces each. These new Runabout Automatic models are either in steel or in rose gold plated versions, and both models feature automatic winding. The fine "Clous de Paris" guilloché decoration in the centre and the applied and hand polished Arabic indexes provide an elegant finish to these models.

Each new timepieces comes in its own handmade wooden gift box that echoes the magnificent craftsmanship of the yachts. Each watch is also offered with a miniature reproduction of one of these classic boats.

Frédérique Constant has once again delivered on its promise of providing an outstanding, but affordable, luxury timepiece, drawing on a rich heritage of tradition while remaining resolutely contemporary. The passion for immemorial design and technical excellence shines through in the ongoing relationship between the Hélice Classique yacht meet and the Frédérique Constant "Runabout" range, symbols both of living life to the full and an unalloyed passion for yesterday, today and tomorrow.

*Live your passion*

For more information, do not hesitate to contact Yasmina Pedrini at: [pedrini@frederique-constant.com](mailto:pedrini@frederique-constant.com)  
PR contact for the USA: Alexandra Tratallyay – The Promotion Factory NY:  
[alexandra@thepromofact.com](mailto:alexandra@thepromofact.com)