

**The Zenith CP-2 Cairelli edition sets a new record!**

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(picture: @Phillips, [www.phillips.com](http://www.phillips.com))

Brand enthusiasts simply call it the “Cairelli” – after the Rome-based retailer who sold around 2,500 of these watches intended for the Italian Navy – and it is a hot item on the vintage market. Last Saturday, it set a new record in Geneva at the “Start, Stop, Reset” auction by Phillips, more than tripling its initial upper estimate of CHF 20,000 to go under the hammer at more than CHF 62,500.

A remarkable success confirmed by the excellent sales results achieved by Zenith watches during the Geneva auction week, which in turn confirm their overall good performance on the auction and vintage watch market.



## **ZENITH**

### **Watch Manufacture since 1865**

Zenith is a brand that has been bringing style and substance to the wrists of watchmaking cognoscenti all over the world for more than 150 years. Founded in Le Locle in 1865 by a visionary watchmaker, Georges Favre-Jacot, the Manufacture Zenith gained swift recognition for the precision of its chronometers, with which it has won 2,333 chronometry prizes in a century and a half of existence: an absolute record. Having earned fame thanks to its legendary El Primero calibre – an integrated automatic column-wheel chronograph movement launched in 1969 and endowed with a high frequency of 36,000 vibrations per hour that ensures short-time measurements accurate to the nearest 1/10th of a second – the Manufacture Zenith has since developed over 600 movement variations. Zenith remains one of a select group of traditional luxury watch brands to produce all its movements in-house, the industry's ultimate token of quality. Engaged on several vintage territories such as classic cars, Zenith currently offers a collection of exclusive and ageless finely crafted timepieces designed for sartorially minded men and women. Zenith's rich heritage, tradition, passion and pursuit of excellence reflect the legacy of its slogan "Legends live forever".