

PRESS RELEASE

Luminox Bear Grylls Survival MASTER

April 2024 – Swiss watch brand, Luminox, introduces a new addition to their popular Bear Grylls Survival MASTER 3740 Series with a striking new silver coloured dial. With this new colourway, Luminox continues their successful partnership with the acclaimed worldwide survivalist, Bear Grylls.

For years, Grylls has relied on these trusted timepieces for wild and daring excursions in extreme regions around the globe. Since partnering up with Luminox, he has helped to develop the Bear Grylls collection by specifying features to be included that make these watches useful to him and other adventurers.



The new chronograph features a silver dial with matching hours & minute hand tips. The 45mm ultra-robust CARBONOX™+ case and uni-directional bezel make this timepiece extremely lightweight and durable. Special details of the Bear Grylls Survival Master watch include a SOS Morse code reminder on the dial, a detachable compass on the dark grey rubber strap and 300m water resistance. The compass located on the strap allows the wearer to find north and south with a quick glance. Perfect for outdoor enthusiasts who travel off the beaten path.

As, with every Luminox X Bear Grylls Timepiece, the watch features the Bear Grylls logo on the dial and the signature orange screw in crown. Bear's motto 'Never Give Up' is



engraved in orange on the case back alongside his signature. It reminds and inspires the wearer of this key attitude that has helped Bear Grylls to survive many critical situations.

The new Bear Grylls Survival Master showcases an impressive 18 Luminox Light Technology tubes, allowing the wearer to read the time easily in any light condition for up to twenty-five years. This timepiece features both bright green- and orange-coloured light tubes for the hands and bezel. The special features and innovative materials of the Bear Grylls Survival MASTER 3740 Series make these watches the ultimate travel companions for adventure seekers.

Luminox Bear Grylls Survival MASTER



Luminox Bear Grylls Survival MASTER – 3748
SGD \$1,545 before GST

Product Specification

Glass Type	Sapphire crystal anti-reflective coating
Case Material	CARBONOX™+
Case Diameter	45 mm
Strap Material	Rubber
Strap Colour	Black
Dial Colour	Silver
Functions	Chronograph, Date, Dive bezel
Movement	Quartz
Water Resistance	300 metres



About Luminox

Luminox, the original self-powered luminous watch brand, is the watch of choice for global outdoor adventure icon Bear Grylls, U.S. Navy SEALs, The Icelandic Association for Search and Rescue (ICE-SAR), Lockheed Martin's F-117 Nighthawk™ stealth and other jet fighter pilots, elite forces worldwide and professional divers. Luminox watches glow up to 25 years in any light condition. Always Visible, tough, powerful and accurate, Swiss-Made Luminox is the ultimate night vision gear for rugged outdoorsmen and other peak performers.

ALWAYS VISIBLE

Navy SEALs, law enforcement, emergency personnel and more wear Luminox watches, and these professionals need to be able to see the time no matter the conditions. That's why Luminox uses tiny tritium gas tubes, which will provide illumination for up to 25 years. Unlike other luminosity systems, which depend on exterior light sources to charge luminous paint or a pushbutton to illuminate the watch, the luminosity is built right into Luminox watches, ensuring that you will always be able to see the time, no matter the conditions.

AVAILABILITY

Luminox watches are available at Crystal Time Pavilion at VivoCity #01-K30, TANGS at Tang Plaza Level 3 and authorised watch retailers.

For further information and the list of authorised retailers, please call Crystal Time (S) Pte Ltd at +65 6747 8888 or visit the website at www.luminox.com.sg

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