



Press Information

Ernst Leitz Werkstätten: Opening of the manufacture and presentation of the Leica Watch

Wetzlar, 13 June 2018. With the inauguration of the third phase of the Leitz-Park, the “Ernst Leitz Werkstätten” commences operations and establishes a completely new and exclusive product line in the Leica Camera AG portfolio: mechanically highly complex and sophisticated watches made in small series. The Ernst Leitz Werkstätten is housed on the latest phase of Leitz-Park and offers a fascinating insight into the elaborate production of “Made in Germany” watches through the manufacture’s viewing windows. Their premises include an assembly workshop, a consulting studio and a store.

Two models – the LEICA L1 and the LEICA L2 – will initially be available for the launch of the Leica Watch. Both variants draw their design inspiration from the creativity and precision, the hallmarks of the world-famous brand from Wetzlar. Both models were designed by Professor Achim Heine, who was overlooking the design of many Leica Camera products over the years and has extensive knowledge of the company’s design principles. The Leica signature look can be found in the countless design elements and features of the watches: the elegance of the hands and indexes, the shape of the finely-detailed stainless-steel case, the special fluting on the crown and the cambered shape of the glass that is reminiscent of a camera lens.

Both models are operated by a mechanical movement with manual winding, which has been newly developed and can be viewed through the glass case back made of robust sapphire crystal. For Leica, the “Made in Germany” aspect is particularly important, hence the collaboration with Lehmann Präzision GmbH. The development, design and a large proportion of the components come from the manufacture situated in Germany’s Black Forest and help the watches to achieve a very distinct vertical range of manufacture.

Design and technology complement each other perfectly in Leica watches: both the front glass and the back-case-cover are made of scratch-resistant sapphire crystal, with the front being anti-reflective on both sides, and each model has the patented push-piece crown with a corresponding status display on the dial. The combination with the zero setting of the second hand is another special feature – the crown is therefore not only aesthetically appealing, but also adds a useful function to the watches.

The design, which is reduced to the essentials and coupled with uncompromisingly high quality, make the LEICA L1 and LEICA L2 not only a functional instrument, but also a real statement piece.

Dr Andreas Kaufmann, Chairman of the Supervisory Board and majority shareholder of Leica Camera AG, about the Ernst Leitz Werkstätten: *'I am very happy that this long-term project can now be finally presented. I believe that together with our partners we have succeeded in developing a "Made in Germany" watch that is worthy of the name Leica and which represents the values of our premium brand extremely well!'*

Markus Lehmann, Managing Director of Lehmann Präzision GmbH, on the cooperation with Leica Camera: *'We built precision machines for Leica years ago, independently of this project. It has of course been very interesting to work with Leica in two such different areas, although the watch project was and is a project very close to my heart. We knew in the run-up to this project that this cooperation will be fruitful, which helped to intensify our partnership significantly.'*

The LEICA L1 and the LEICA L2 will be available in selected Leica Stores as well as at watch dealers worldwide from autumn 2018. The L2 model will also be available in a version with an 18 karat rose gold case. To mark the occasion of the Ernst Leitz Werkstätten commencing operation, limited special models of the two stainless steel versions with a red dial will be released.

About the Ernst Leitz Werkstätten

The Ernst Leitz Werkstätten, which derive their name from the founder of the Leitz Werke that opened in 1869, namely Ernst Leitz I, specialise in the design and manufacture of luxury products and are located in the newest part of the Leitz Park in Wetzlar, State of

Hesse, Germany. As an independent division of Leica Camera AG, they were founded by Dr Andreas Kaufmann, Chairman of the Supervisory Board and majority shareholder of Leica Camera AG. Visitors can gain an insight into the work of the Ernst Leitz Werkstätten thanks to their large viewing windows. More information is available at www.ernst-leitz-werkstaetten.com.

About Leica Camera AG

Leica Camera AG is an internationally operating, premium-segment manufacturer of cameras and sport optics products. The legendary status of the Leica brand (from **Leitz Camera**) is founded on a long tradition of excellence in the construction of lenses. Combined with innovative technologies, Leica products continue to guarantee better pictures in all situations in the worlds of visualisation and perception to this day.

Leica Camera AG has its headquarters in Wetzlar, in the state of Hesse in Germany, and a second production site in Vila Nova de Famalicão, Portugal. The company is internationally represented by its branch offices in Australia, China, France, Italy, Japan, Singapore, South Korea, Switzerland, the United Kingdom and the USA. New and innovative products have been the driving force behind the company's positive development in recent years.

TECHNICAL DATA

LEICA L1, **LEICA L2***

MOVEMENT

Calibre	L1, L2*
Type of calibre	Manual winding
Read-outs	Hour, minute, small second, date window, power reserve indicator with closing wings, operating status display, second time zone GMT* , day-night display*
Frequency	28,800 A/h, 4 Hz
Jewels	25
Power reserve	60 hours

CASE

Materials	Stainless steel, 18 karat rose gold*
Diameter	41 mm
Height	14 mm
Front glass	sapphire crystal with anti-reflective coating on both sides, cambered, scratch-resistant coating
Transparent back cover	Sapphire crystal, screw-mounted
Crown	Patented crown allows hands to be set and seconds to be reset, separate date pusher, separate GMT crown*
Waterproofing	50 metres (5 ATM)

DIAL

Colour	Matt black
Details	Appliqué around the small second

STRAP

Materials	Embossed calfskin with slightly cambered shape and matching stitching
Clasp	Stainless steel buckle with engraved Leica logo

***Model: LEICA L2**