

# Vacheron Constantin introduces Quai de l'Ile

## Personalization, service, security, innovation: Spotlight on tomorrow's watchmaking

The new *Quai de l'Ile* line from the Vacheron Constantin Manufacture introduces a unique dimension in the world of *Haute Horlogerie*.

Personalized to meet the client's wishes, this resolutely contemporary watch combines the most advanced technologies with the finest horological savoir-faire. Innovative, original, contemporary and sophisticated, the *Quai de l'Ile* line meets the demands of tomorrow's *Haute Horlogerie*: personalization, security, service, excellent workmanship and savoir-faire.

With its new *Quai de l'Ile* line – named after the brand's historic Geneva address – the Vacheron Constantin Manufacture reveals its pioneering character while drawing on over two and a half centuries of experience.

The case is revolutionary, the dial incorporates a whole range of security-printing technologies, the two self-winding mechanical movements – stamped with the Geneva Hallmark – have been designed and developed at Vacheron Constantin, and the product's accessories – box, passport, USB key and multimedia elements – break new ground in the world of watchmaking.

Characterised by both technology and tradition, this combination of elements constitutes the unique genetic heritage of Vacheron Constantin's new *Quai de l'Ile* line, an innovative and resolutely contemporary line that embodies the notions of service and the special relationship with the customer.

### Personalization, the ultimate luxury

Personalization is the ultimate expression of luxury. It is also the elemental link in the relationship between a customer and brand, between expectations and service. It is to strengthen this link and to offer a unique experience to its clientele that Vacheron Constantin has developed a concept of personalization that is totally new in *Haute Horlogerie*, a world first in fact. Thanks to the *Quai de l'Ile* case and its remarkable seven-piece middle, the customer can choose from three metals, two dials and two different finishes on the movements to realise the watch of his dreams. While the cushion-shaped case allows for an infinite number of combinations, Vacheron Constantin is offering almost 400 for this year's launching.

## **Quai de l'Ile: a name, a history, a symbol**

The Quai de l'Ile has been Vacheron Constantin's historical address in Geneva since the 19<sup>th</sup> century, ever since Jean-François Constantin (1829-1900) had a building constructed there in 1873-1874. A visionary, he already felt the need to give the manufactory a place which would help it stand out in the world of Geneva's *Haute Horlogerie* and give it a more international dimension. It has been from this busy place, located between the right and left banks of the Rhone, that Vacheron Constantin has continued to meet the ever more stringent demands of its customers.

This address soon became the symbol of an incomparable quality of service with the creation of personalized *Haute Horlogerie* timepieces that reflected the brand's motto, "Do better if possible, which is always possible". Kings and queens, aristocrats and powerful, leading families of the period followed each other to the Quai de l'Ile to order watches that met their dearest wishes.

It is from this enduring commitment to offer our customers ever more exceptional timepieces, which are faithful to the spirit of our founders, that the idea for the Quai de l'Ile line was born, a totally unique concept of personalization in the world of *Haute Horlogerie*.

## **Dynamic character**

Designed in the dynamic of a sophisticated and contemporary line, the instantly identifiable Quai de l'Ile case expresses the tradition behind Vacheron Constantin's 250+ years of history as well as the line's resolutely innovative character. The case is cushion-shaped in the spirit of several historical models and its modernity is underscored by its dynamic character, fluid lines and original shapes, all of which give it a subtle balance.

## **Avant-garde technologies**

The Quai de l'Ile's complex mechanism can be seen through the line's semi-transparent dials, which are an innovative blend of the world of watchmaking and the sophisticated, top-secret technologies of security printing. Art and cutting-edge technology, extreme precision and aesthetic creativity come together in these exclusive and secure dials, which have four patents pending.

## **The Manufacture's signature**

The new Quai de l'Ile line will be launched with two models: the Quai de l'Ile Date Self-winding and the Quai de l'Ile Day-Date and Power-Reserve Self-winding. Both movements are stamped with the prestigious Geneva Hallmark. Designed, developed and manufactured by Vacheron Constantin, these state-of-the-art movements are coated with rhodium or ruthenium and visible through the dial. As well as indicating the hours, minutes and central seconds, the 2460QH calibre displays the date by means of a disc, while the 2475SC/1 calibre displays the date, day of the week and power reserve with hands.

### **Pair of straps**

Each Quai de l'Ile model is delivered with two straps: one in black or dark-brown hand-stitched, saddle-finish, large square-scaled alligator leather; the other in dark-brown or black vulcanised rubber, with a refined and elegant design. Both types of strap come with a new triple-folding, double-safety clasp with a half-Maltese-cross flap. Specially designed for the Quai de l'Ile line, this clasp matches the heart of the case and has a polished (palladium or pink gold) or satined (titanium) finish.

### **Secure environment**

Vacheron Constantin was determined to push to the limits the concept of security that is the hallmark of the Quai de l'Ile line. The innovative product environment is an integral and extended part of the security and inviolability that characterise the dials. A Vacheron Constantin passport offering similar standards of protection and quality as a Swiss passport will accompany every watch in the line for its lifetime. An innovative box, a USB key and a multimedia tool - all very original elements for a *Haute Horlogerie* watch - have been designed to correspond in every way to the watch's contemporary character.

### **Pushing back the limits**

With its sophisticated and contemporary character, the new Quai de l'Ile line (identified by its cushion shape) will develop alongside Vacheron Constantin's two main pillars, the Malte (tonneau) and the Patrimony (round). It will be distinguished by its sophisticated technologies and its distinctive concept of personalization. The launching of the Quai de l'Ile line represents a milestone in Vacheron Constantin's history, with the concept of personalization pushing back even further the limits of exclusiveness that the Geneva-based manufactory has made its own.

# Quai de l'Ile

## The ultimate luxury of personalization

With its novel concept of personalization, the Quai de l'Ile line has given *Haute Horlogerie* a new dimension.

**Sophisticated, bold and resolutely innovative, this contemporary line has achieved the feat of marrying the most sophisticated technologies to over 250 years of horological savoir-faire. As a result, Vacheron Constantin is determining the shape of tomorrow's watchmaking.**

An ambassador of horological excellence for over 250 years, Vacheron Constantin has always endeavoured to give its customers excellent service, just as it has always been a point of honour to give its movements the finest finishing. Vacheron Constantin has always considered these special decorations, whether they are visible or not, as hallmarks of *Haute Horlogerie*.

By linking the notions of service and personalization in this new line, the Geneva-based manufacture has taken a further step in this direction. And giving customers the opportunity to create their own watch revives the spirit of the *Cabinotiers*, which is so important to the brand. This is a watch that will forge an instant and privileged relationship between designer and brand and one that, at the end of the creative process, will assert its unique character.

Participating in the creation of such a personal object and playing an active role in determining its final aspect will be an unforgettable experience. In this sense, Vacheron Constantin is placing the customer right at the centre of the process and thereby determining the shape of tomorrow's watchmaking.

Vacheron Constantin is a pioneer through and through. Giving concrete expression to the innovative concept of personalization in the Quai de l'Ile line is further evidence of this. But this is personalization of a new kind, a world first in the world of *Haute Horlogerie*, and is only made possible by the very complex construction of the 7-part case middle.

### Transparency and architecture

A watch from the new Quai de l'Ile line makes an immediate impact. Its semi-transparent dial is fascinating, its suspended displays astonishing, its distinguished, modern case appealing and its combination of materials intriguing. The case has been designed and developed in a resolutely avant-garde and architectural dynamic and lies at the heart of the personalization process. With a dial embodying the very latest security-printing technologies and a cushion-shaped case, the designers opted for a theme of transparency and avant-garde design. The technology invested in the case, as well as the vigour and power that emanate from it, will satisfy the most demanding enthusiasts of technical prowess, luxury and exclusiveness.

## **Almost 400 combinations**

The personalization concept at the heart of the Quai de l'Ile line is unique in the world of *Haute Horlogerie*, a line that is midway between models from the Collection – entirely designed and made in the Manufacture – and the 100% made-to-measure watches from the *Atelier Cabinotiers Special Order* department. Personalization is based on four elements: the seven-piece case and middle, the dial with the latest security-printing technologies, the movement finishing, and the strap. In total, there are almost 400 combinations from which to create an exceptional timepiece that mirrors the wearer's personality.

The Quai de l'Ile line will be launched with two models in 2008: the Quai de l'Ile Date Self-winding (calibre 2460QH) and the Quai de l'Ile Day-Date and Power-Reserve Self-winding (calibre 2475SC/1). In the first instance, only the latter will be available in a personalized version in 100 exclusive sales points (Vacheron Constantin boutiques and retailers carefully selected for their quality of service).

First, the personalized watch is envisaged and designed by the future buyer with the aid of an interactive tactile screen developed by Vacheron Constantin and a set of material and colour samples. It then enters its production cycle in Geneva and will be delivered within a few weeks, as agreed on beforehand with the client.

## **Avant-garde design**

There is no need to explain to connoisseurs that the Quai de l'Ile cushion case is an avant-garde reinterpretation of a classic watch shape. Like legendary cars that are constantly redesigned to anticipate changes in style, the Quai de l'Ile case is the expression of an avant-garde watch conception, but one which is perfectly faithful to Vacheron Constantin's stylistic spirit. In their search for fluidity, visually perfect curves, an assertive character and dynamism, the engineers and designers at Vacheron Constantin explored the limits of these areas and created the case that today symbolises Vacheron Constantin's concept of personalization.

# Quai de l'Ile

## At the heart of personalization: the case

**The innovative personalization of the Quai de l'Ile line is made possible by the unique 7-part construction of the case and middle.**

**Along with the other components of the watch – movement, dial and strap – this extraordinary construction means that Vacheron Constantin can offer almost 400 different combinations for the Quai de l'Ile Day-Date and Power-Reserve Self-winding model.**

While the middle – one of the components of a case – is normally a single element, Vacheron Constantin's personalization concept is based on an assembled 7-part case comprising the following elements:

- Lateral flank at 3 o'clock
- Lateral flank at 9 o'clock
- Lugs at 12 o'clock
- Lugs at 6 o'clock
- Inter-lug piece at 12 o'clock
- Inter-lug piece at 6 o'clock
- Support plate

In addition to these 7 parts, the 41 mm case middle includes:

- Titanium inner case for all models
- Bezel
- Back
- Crown

### Three groups of components

In its concern to preserve the aesthetic harmony of the whole and not wanting to make an impact with tens of thousands of combinations, though this would be technically possible, the Vacheron Constantin Manufacture opted for a carefully planned personalization system. For this reason, it has defined three groups of components:

- Heart of the case (lugs + inter-lug pieces + back)
- Bezel
- Lateral flanks and support plate

The crown can also be personalized, but it has to be made of the material chosen for one of the other three groups.

### **A choice of three metals in any combination**

The Quai de l'Île Day-Date and Power-Reserve Self-winding can be personalized with a choice of three metals - 5N pink gold, titanium and palladium - for each of the three groups of components, and in any combination. This is the first time Vacheron Constantin has ever used titanium and palladium in one of its standard collections.

**Pink gold (Au).** In its natural state, gold is a shiny yellow metal, highly malleable and ductile, and found in the form of nuggets or in alluvial deposits. The symbol of a precious metal, gold was the first known to man and has been used by him since the 5<sup>th</sup> century BC. Pink gold is a noble alloy of gold and copper. Present in many Vacheron Constantin watches, pink gold has been much in vogue in watch circles since the beginning of this century and used in many complicated timepieces since the 1920's.

**Titanium (Ti).** Titanium was discovered in 1791 by the Reverend William Gregor, a British mineralogist and chemist, and named after the Titans in Greek mythology. An industrial process was developed in 1939 by a metallurgist and chemist from Luxembourg, Wilhelm Justin Kroll. Only used recently in watchmaking, titanium has been chosen for its contemporary look, imposing and original quality, and light weight (density 40% lower than steel), all perfectly in line with the expectations of new customers of technical *Haute Horlogerie*.

**Palladium (Pd).** Discovered in 1803 by William Hyde Wollaston, palladium is a noble and precious metal belonging to the platinum metal family. It owes its name to Pallas Athena, the goddess of wisdom and the arts in Greek mythology. 95% pure, this solid, naturally white and shiny metal has the advantage of never tarnishing with time. A contemporary and precious alternative to white gold, it has been chosen for its resolutely innovative and avant-garde character. Less dense than platinum, it can be used for large-sized watches without making them less comfortable to wear.

**Besides the Quai de l'Île watches that can be personalized in almost 400 combinations, Vacheron Constantin decided to offer a standard Quai de l'Île line, comprising two models for its launching this year:**

- Quai de l'Île Date Self-winding (calibre 2460QH)
- Quai de l'Île Day-Date and Power-Reserve Self-winding (calibre 2475 SC/1)

Both models will be available in three different versions:

- Middle, back, bezel and crown in palladium – grey dial – rhodium-plated movement
- Middle, back, bezel and crown in pink gold – light dial – rhodium-plated movement
- Middle, back, bezel and crown in titanium – dark dial – ruthenium movement

# Quai de l'Ile

## At the heart of innovation: the dial

**The dials of the Quai de l'Ile line are to watchmaking what the latest security-printing techniques for bank notes are to the Gutenberg press. Light years apart!**

**These semi-transparent dials, which have four patents pending, are safeguards against counterfeiting, integrating secret texts, micro-printing, security inks and UV markings using invisible ink. While incorporating the very latest advances in technology, they also present a magical visual effect.**

For the first time, an *Haute Horlogerie* brand has joined forces with the world of security printing, that of bank notes and other documents that cannot be forged. Some of the most secret technologies have been used to produce the safest dials ever made, dials with truly innovative graphics that are absolutely faithful to the Vacheron Constantin spirit.

At the crossroads of art and the most sophisticated printing techniques, the spectacular dials of the Quai de l'Ile line are both eye-catching and intriguing.

With strange depths, striking contours, subtle interplays of transparency and opaqueness, alternating visible and invisible elements, precision markings and micro-printing, there is nothing remotely similar with the dial of an ordinary watch. With the Quai de l'Ile watch, Vacheron Constantin is taking *Haute Horlogerie* into a new dimension.

### **Protection against counterfeiting**

Orell Füssli Security Printing Ltd, printers of bank notes and Swiss passports, accepted for the first time to put its highly specialised savoir-faire at the service of the watch industry.

To give a more artistic dimension to this very technical process, Vacheron Constantin called on the services of Mr Roger Pfund, an internationally renowned Swiss designer who, among other things, has produced the graphics for many bank notes, both Swiss and foreign. He has designed the present Swiss passport.

The Quai de l'Ile dials are remarkable for their technical features as well as their spectacular decorations, which in no way hinder the perfect legibility of the information they display. Other indications and markings are invisible in normal conditions, making these dials the most secure on the market.

This ultra-sophisticated dial, therefore, gives the Quai de l'Ile models complete protection against the scourge of counterfeiting.

## **Futuristic processes on sapphire**

Technically, the Quai de l'Ile dials comprise two main elements:

- A sapphire crystal
- A security polymer

The sapphire crystal is an amalgam of cutting-edge techniques and refined processes, in particular those of:

- Laser engraving (with or without inking)
- Galvanic growth of metal, gold-plated
- Metallization

**Laser engraving without inking** is used for the words "Swiss Made" and "Automatique" on the dials.

**Laser engraving with inking**, on the other hand, is used for some of the numerals, the date and day of the week and "Vacheron Constantin Genève".

**Galvanic growth of nickel** is used on both the Quai de l'Ile Date Self-winding and Quai de l'Ile Day-Date and Power-Reserve Self-winding models, the numerals 3, 6, 9 and 12, and the Maltese cross. This process consists of "growing" a predefined shape on a sapphire crystal washed with ultrasounds and micro-sandblasted without abrasion. The result is almost the same as affixing an applique – impossible on a sapphire crystal – but more luxurious than the vacuum metallization method generally used on sapphire dials.

**Metallization** is the act of covering a surface with a fine metallic deposit, in this case sprayed white gold. Illegible without the aid of a magnifying glass, the metalized micro-texts on the dial of the Quai de l'Ile Day-Date and Power-Reserve Self-winding model – around the day and date counters in a horizontal eight symbolising infinity – reproduce an extract, translated into English, of a letter written by Jaques-Barthélémy Vacheron to his associate François Constantin on 21 March 1829, complimenting him on the acquisition of new clients in Italy:

*Geneva 21 March 1829, " ...we continually work to improve our quality so that you will often have this kind of rich news, you may rest assured that our watchmaking is worth more in quality if only by all the improvements that we have made, and we still have much more to do before reaching the goal we set ourselves."*

The Quai de l'Ile Date Self-winding model bears a second extract, also translated into English, from the annals of Vacheron Constantin. The letter was sent from Italy by François Constantin in July 1819. This is right at the beginning of the Vacheron & Constantin partnership and the unwavering confidence that François Constantin expresses in his letters for his friend and associate Jaques-Barthélémy Vacheron is already apparent here:

*"With your able assistance, I promise you that we will make as much from watchmaking as all the commercial travellers together.... I assure you that we will be strong: our watchmaking is highly esteemed here, by continuing to do better if possible and that is always possible."*

### **A sun alludes to the history of Vacheron Constantin**

The dials on both models in the new line are illuminated by **the sun**, also produced by the metallization process. It is inspired by the clock on the Tour de l'Île in Place Bel-Air, in the Saint-Gervais district of Geneva. At one time, all the watchmakers on the square set their watches and clocks by it.

An allusion to Vacheron Constantin's past as well as a key security feature of the dial, the invisible ink disc affixed to the back of the security polymer (at the centre of the sun) can only be seen with a UV lamp.

This distinctive sign is also on the passport which comes with each watch.

### **The three secrets of the security transparent film**

Stuck under the sapphire crystal, the security transparent film – the same one used for printing on bank notes – is made from a special chemical compound.

This security transparent film guarantees complete protection against counterfeiting, once it has been subjected to various products and extremely precise operations, like:

- The printing of micro-characters
- The use of security inks
- UV markings using invisible ink

On the movement side, the security transparent film has a pattern of hundreds of Maltese crosses and concentric circles. Depending on the version, it is printed with white or black ink.

On the dial side, the security transparent film has a pattern of concentric lines representing the spiral of time. These also serve as a seconds track. These lines – or rays – are printed alternately with light-grey and sepia ink or with light-grey and white ink.

### **A choice of two dials (dark or light) for 3 different effects**

Three dial finishes are offered on all Quai de l'Île versions:

- Grey – dark dial with a rhodium-plated movement
- White – light dial with a rhodium-plated movement
- Black – dark dial with a ruthenium movement

## **2475 SC/1 calibre**

**(Quai de l’Ile Day-Date and Power-Reserve Self-winding)**

**&**

## **2460 QH calibre**

**(Quai de l’Ile Date Self-winding)**

Although the Quai de l’Ile line is the expression of a very contemporary language, the Vacheron Constantin Manufacture never forgets the legitimacy it has earned in the watch industry from over 250 years of uninterrupted activity.

Accumulated experience and patiently acquired savoir-faire nourish the day-to-day thinking that goes into developing new mechanisms. Designed, developed and produced in-house, the 2475SC/1 and 2460QH calibres, which will power the first models of the Quai de l’Ile line, have grown out of this dynamic.

An exceptional timepiece needs an exceptional movement.

Respecting this principle, as it has for over 250 years, the Vacheron Constantin Manufacture decided to equip the first models in its new Quai de l’Ile line with two of the very latest generation of self-winding movements, developed and produced by the Manufacture and stamped with the famous Geneva Hallmark, the distinctive and prestigious sign of *Haute Horlogerie*.

Besides bearing the Geneva Hallmark, both movements are meticulously finished, in the *Haute Horlogerie* tradition: this includes *Côtes de Genève* decorations (circular on the dial side, straight on the movement side), chamfered, rhodium-plated bridges, and circular-grained plates.

**Choice of finishing with both movements:**

- Rhodium (light)
- Ruthenium (dark)

**For the 2460QH calibre (Quai de l’Ile Date Self-winding):** Hours, minutes and central seconds, with an additional plate for the date disc. This date function has a novel feature: it is the disc that moves, not the numbers. The visual effect is of a date that “moves” every day to a different place on the dial.

**For the 2475SC/1 calibre (Quai de l’Ile Day-Date and Power-Reserve Self-winding):** Hours, minutes and central seconds, with an additional plate displaying the power reserve, date, and day of the week with hands.

These exemplary finishings have a special three-dimensional effect thanks to the unique interplay of transparencies created by the line's sapphire crystal and by the view it provides into the heart of the mechanical movement.

To provide optimal legibility of the dial's hour-circle, the two movements have a snailed exterior ring, rhodium - or ruthenium-finished depending on the version.

Finally, a new rotor has been developed – its design inspired by the back of the case - to reflect the spirit of the line. Made in ruthenium-finished 22K gold, it is distinguished by its pure lines, which are enhanced by five embossed fillets.

# Quai de l'Ile

## Meticulously planned environment

**Everything for the Quai de l'Ile line has been meticulously planned. And coherence has been the watchword throughout the whole creative process, from designing the mechanical movements to making the presentation box.**

**The elements comprising the product environment have been subject to the same innovation, personalization and security criteria as those applied to the creative process of the timepiece itself.**

The introduction of the Quai de l'Ile line has been an opportunity for Vacheron Constantin to totally re-think its approach to the product environment and to develop its role as a "citizen's brand" by constructing solid bridges between the watch, its strong character and the set of elements designed to accompany it throughout its life. It has achieved this by not hesitating, when it is justified, to modernise the traditional characteristics of *Haute Horlogerie*. In so doing, Vacheron Constantin has once again showed itself to be an innovator

The new box has a resolutely contemporary and refined design: an unusual vertical shape, an integrated "display-case" window for admiring the watch at all times, even when it is closed, and a more compact size than a standard box of similar quality.

It has been designed to contain all the accessories that come with the new Quai de l'Ile watch. It holds a small travel pouch, lighter and more practical, that can also hold the watch and its accessories. Its size has been optimised to take up as little room as possible and to ensure that the owner can feel perfectly confident about safely carrying the watch in it.

As well as the watch, the pouch will hold all the Quai de l'Ile line accessories:

- **A real passport:** unique and dedicated to the watch,
- **A USB key:** with instructions for use, maintenance tips, technical information, a presentation of the manufacture, its history and its savoir-faire, photos, animated sequences, etc. The instructions for use are only printed in French and English to save on paper,
- **Tools:** a magnifying glass, a corrector pencil for the Quai de l'Ile Day-Date and Power-Reserve Self-winding model, and a microfiber cloth,
- **Second strap** in alligator leather or rubber.

## **The passport**

A timepiece featuring the very latest in security printing techniques naturally needed a passport of similar innovative quality.

This is why the Vacheron Constantin passport for the Quai de l'Ile models has been subject to the same printing and security procedures used with real passports. The format, binding, type of paper (very special and unavailable in the shops), everything is similar to the very latest type of identity document.

The passport that accompanies every Quai de l'Ile watch contains a unique perforated reference number, as well as the case and movement numbers.

The Quai de l'Ile line passport is a unique document issued individually for each watch manufactured by the Vacheron Constantin Manufacture. It must be presented by the client whenever his watch needs to be serviced.

**Thanks to this passport, Vacheron Constantin authenticates its timepieces by using three distinct and inseparable numbers, which together identify each Quai de l'Ile watch.**

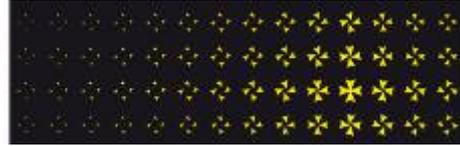
The passport contains the following elements:

- **Guarantee:** this document confirms the date and place the watch was bought. It is only valid when it has been dated, stamped and signed by the authorised Vacheron Constantin retailer,
- **Identity file:** unique reference number, case number, movement number,
- **Certificate of authenticity:** document certifying that the watch is authentic and meets Vacheron Constantin's quality criteria,
- **Service card:** to be filled in by the after-sales service each time the watch is repaired or serviced,
- **Geneva Hallmark** certification.

The Vacheron Constantin passport for the Quai de l'Ile line, like the watch, benefits from the latest techniques used in the security-printing domain:

**UV marking in invisible ink**

The pattern on the cover is printed in invisible ink and can only be seen with a UV lamp (black light)



**Line engraving and offset printing** with highly technical security inks



**OVI (Optical Variable Ink)**

The sun representing the Tour de l'Ile is in OVI, an ink that changes colour with the angle of the document



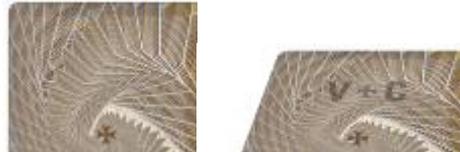
**Hot stamping silvered**

Thermal printing of silver ink on paper



**Latent image**

Image that is visible depending on the angle of the document



**Laser perforation**

For printing the passport's unique number



**Micro-printing**

Printing of micro-texts on different pages of the passport:

*"Since 1755, Vacheron Constantin has been creating exceptional and precious watches that combine tradition, the finest craftsmanship innovation."*



**Transvision**

Two incomplete images are printed on either side of a page and brought together using transparency



## The USB key

For the launching of this new line, Vacheron Constantin wanted to match the spirit of innovation that characterises the Quai de l’Ile by creating a tool that was right up-to-date: a USB key.

A USB key has many advantages: it is easy to carry, respects the environment (less paper) and is fun to use. The USB key delivered with each Quai de l’Ile watch contains:

- **An interactive tool available** in 11 languages: English, French, German, Italian, Spanish, Portuguese, Russian, simplified Chinese, traditional Chinese, Japanese, Arabic,
- **A word of introduction from the CEO,**
- **Watch instructions,**
- **Watch data sheet** (French & English),
- A **“Did you know...” list** on the characteristics of the watch,
- **Press photos** and animated sequences,
- **Maintenance tips** “Taking care of your watch”,
- Limited international **guarantee,**
- **Passport** details,
- **A direct link with the Website** and Vacheron Constantin customer service centres, sales points, boutiques and subsidiaries,
- Step-by-step description of the **complete service,**
- **The key centres of Vacheron Constantin’s *Haute Horlogerie*:** Maison Vacheron Constantin on the Ile, the Manufacture at Plan-Les-Ouates, the research and development centre and component factory in the Vallée de Joux
- **Marks of excellence:** Geneva Hallmark, Métiers d’Arts, etc.