

PRESS RELEASE

Luminox Bear Grylls Survival MASTER SEA '3745'

Malaysia, June 2021 - Luminox and Bear Grylls have been synonymous with the outdoors, where encountering wildlife is part of the experience. Building on this association, the brand has decided to incorporate the 'panda face' into its latest Luminox Bear Grylls MASTER SEA '3745'. While the 'panda' dial is not new in the watch industry, Luminox has added its own 'outdoor and modern' spin to a classic design synonymous with chronograph timepieces.

Proven to be the best-selling Bear Grylls watch, the watch now comes in an appealing yellow dial with two black sub-dials that forms the 'eyes' of the panda. The refreshing colours also match well with the natural grey of the CARBONOX™ + (carbon compound) material used for the watch case.



The Luminox Bear Grylls Survival MASTER SEA '3745' is built as a tool for the outdoors or for survival in remote places. The watch features a quartz chronograph in a 45mm CARBONOX™ + case with a sapphire crystal glass and anti-reflective coating. CARBONOX™ + is a carbon long bar compound that performs better in extreme environments than the regular CARBONOX™. It is stronger, has improved tensile strength, 3 times less water absorption and a very modern and distinctive grey colour imparted onto the Luminox watches. Together with the screw-in caseback and

screw-down crown, the watch has an excellent water resistance at 300metres which is suitable for diving or wet harsh conditions.

The watch is matched aptly with a uni-directional turning dive bezel with North-South-East-West compass indicator and a removable strap compass, both features that are essential in life and death situations when experiencing adventures in the sea or on land. A minor detail added to the minute tracker is the S.O.S in Morse code that can come handy in rescue missions. Lastly, the pushers of the chronograph are in solid stainless steel, while the stainless-steel crown has an orange rubber crown ring for an improved grip.

Found in the Luminor Bear Grylls MASTER SEA '3745' are also the Luminor Light Technology (LLT), a self-powered illumination system that utilizes tiny micro gas light tubes to create ultimate visibility in complete darkness. These light tubes ensure a constant glow for up to 25 years, 24 hours 7 days a week. Aligned with the adventure theme, the light tubes are also arranged in different angles, giving the watch a playful and cool appearance in the dark.

The Luminor Bear Grylls MASTER SEA '3745' is a contemporary twist to the 'panda' watch that has been built for outdoor adventurers. Luminor has walked away from the conventional black and white interpretation to design an outgoing timepiece in striking yellow to contrast with the black 'panda eyes'. It is no surprise that Bear Grylls has chosen Luminor as his wrist companion to break boundaries and overcome challenges together.

Luminor Bear Grylls Survival Master Series



Bear Grylls Survival Master '3745'
RM 4,780

Bear Grylls Survival Master 3745 Series - Main product features

- 45mm
- Quartz



- 300 metres water-resistant
- Uni-directional rotating dive bezel
- Genuine Rubber Strap
- Sapphire crystal glass

About Bear Grylls

Bear Grylls, has become known worldwide as one of the most-recognised faces of survival and outdoor adventure. The BAFTA award winning TV host began his journey in the British Special Forces (21 SAS) before becoming one of the youngest-ever climbers of Mount Everest.

Bear is the author of over 85 books that have sold more than 15 million copies worldwide, including the No.1 bestselling *Mud, Sweat, and Tears*.

Bear originally starred in Discovery's hit TV series *Man vs. Wild* across seven seasons, before hosting the NBC & National Geographic Channel series, *Running Wild with Bear Grylls*. This show has seen him take global stars such as Julia Roberts, Ben Stiller, President Obama & Prime Minister Modi of India on adventures into the wild.

Bear has also hosted over six seasons of the BAFTA award-winning Channel 4 series, *The Island with Bear Grylls*, as well as the Emmy Award nominated series *Hostile Planet* for National Geographic and "You Vs Wild" for Netflix. Bear has recently launched a new production house, *The Natural Studios* which will be providing a home for the best adventure talent worldwide, to help them create shows that inspire and move people to go for it in their lives and to never give up.

Bear is an Honorary Colonel to the Royal Marines Commandos, the youngest ever UK Chief Scout and the first ever Chief Ambassador to the World Scout Movement, representing a global family of some fifty million Scouts.

Bear's motto is courage, kindness and Never Give Up!

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 the following departmental stores and other leading watch retailers.

Parkson at Pavilion

Level 3, Pavilion, 168, Jalan Bukit Bintang, 55100 Kuala Lumpur.

Parkson at One Utama

Lot G 320, F 320, S 320, 1 Utama Shopping Centre, Lebuhraya Bandar Utama
47800 Petaling Jaya, Selangor Daruh Ehsan.

SOGO

Kompleks SOGO, 3D Fashion Arena, 190, Jalan Tuanku Abdul Rahman 50100
Kuala Lumpur.

SOGO

Central i-City, Unit G-01, No 1, i-City, Persiaran Multimedia, Seksyen 7, 40000
Shah Alam.

Crystal Time is the official watch distributor for Luminox.

For further information and the full list of authorised watch retailers, please call Crystal Time (M) Sdn Bhd at +603 2938 3938 or visit the website at www.crystaltime.com.sg.

Luminox Malaysia social media:

Facebook: www.facebook.com/LuminoxMalaysiaBrunei

Instagram: www.instagram.com/luminoxmy
