

PRESS RELEASE

Luminox Bear Grylls Survival AIR Collection

Malaysia, March 2021 - In 2020, Luminox announced a partnership with Bear Grylls, who is best-known for his survival and outdoor expertise, and has travelled the world to the most dangerous of places to raise awareness of the need of preparation. To continue the spirit of the partnership, Luminox is launching the new Air collection in 2021, where the watches are decked out with multiple functions reviewed and approved by Grylls himself. Luminox's partnership with Grylls has once again been brought to the next level.

The new watches feature high-quality sapphire crystal with anti-reflective coat, a world time quartz movement (GMT) that shows all 24 different time zones, indicated by cities home to the elite special forces based around the world. To match the striking black dial, a special orange-tipped GMT hand points to the second time zone on the 24-hour inner ring, making the other time zones easy to calculate on the CARBONOX™ + bi-directional turning bezel with an aluminium ring inlay.



The screw-down crown has an orange rubber ring, for better grip, and the colour is Bear Gryll's favourite to match the logos on the dial and the GMT hand. Even the caseback is two-toned, matching the aesthetic of the overall watch. These 45mm stainless steel Air timepieces come on either a Cordura strap or a Milanese mesh bracelet, and is water-resistant to 200 meters.

The watch also houses our signature Luminox Light Technology that makes it possible to see in low light conditions, never having to rely on any

exterior light source. There is no better watch to be on Bear Grylls' wrist than a Luminox, especially a Luminox which Grylls helped design and develop. This watch is truly perfect for any Bear Grylls' type adventure, anywhere in the world.

Luminox Bear Grylls Survival AIR Collection



Bear Grylls Survival AIR 3761
RM3,440

Bear Grylls Survival AIR 3761 Series - Main product features

- 45mm
- GMT movement
- 200 metres water-resistant
- Bi-directional rotating bezel, CARBONOX+ with aluminium ring
- Cordura Strap
- 2-Tone case back (NGU in Orange)
- Sapphire crystal with anti-reflective coating



Bear Grylls Survival AIR 3762
RM3,975

Bear Grylls Survival AIR 3762 Series - Main product features

- 45mm
- GMT movement
- 200 metres water-resistant
- Bi-directional rotating bezel, CARBONOX+ with aluminium ring
- Milanese Mesh Band
- 2-Tone case back (NGU in Orange)
- Sapphire crystal with anti-reflective coating



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
