

PRESS RELEASE

Luminox Pacific Diver Automatic 3100 Series

October 2024 – Luminox introduces a brand new automatic movement into the Pacific Diver 3120 series, riding on the popularity of the series launched back in 2020. The Pacific Diver Automatic 3100 series features a handsome trio of wristwatches that take the beloved design of the original and elevate it to perform at an even higher level both in and out of the water.



Born out of the sunny shores of San Rafael, California, Luminox has built its legacy from the prowess of its dive watches and association with maritime professionals. This stellar tradition has been refined several times over the brand's 35-year history and has culminated in the creation of the Luminox Pacific Diver Automatic series. The collection features design staples of the original Pacific Diver, a 316L stainless steel case and sapphire crystal with anti-reflective coating, a stainless-steel bezel with a ceramic ring insert and a versatile 42mm case size.

To evoke the spirit of the ocean, the Luminox Pacific Diver Automatic sports a distinct textured dial that features a wave pattern. However, the real magic happens below the

surface where an intricate SELLITA SW 200-1 automatic movement lives, providing a new level of precision powered by the wearer's movements.

The true standout of this collection is the Luminox Pacific Diver Automatic 'Midnight Mariner', which is also a heritage piece for Luminox's 35th Anniversary. For maximum visibility, this timepiece features a white-textured dial fully coated with Super-LumiNova®, which gives it an aquatic glow when charged and activated in dark light conditions. In addition, the numbers on the bezel are painted with Super-LumiNova®, making this watch Luminox's most luminous piece to date. As the final piece of the Heritage Collection, this remarkable wristwatch celebrates the 35 years of groundbreaking light technology found in the brand's outdoor watches. Adorned with a black strap and a black ceramic ring insert on the bezel, this handsome piece is designed to excel in any environment.

To round up this series, the Luminox Pacific Diver Automatic features two other distinct styles. The '3101', which features a black cut-to-fit rubber strap, black textured dial, and ceramic bezel ring, and the '3104', which sports a stainless-steel bracelet, blue textured dial, and ceramic bezel ring.

For diving enthusiasts, the Luminox Pacific Diver Automatic comes equipped with a variety of attributes that stand out from the pack. As with all Luminox timepieces, the Luminox Pacific Diver Automatic features the brand's signature Luminox Light Technology. With 16 distinct LLTs across the dial and bezel, the wearer can enjoy up to 25 years of constant visibility in any light condition. This is combined with 200 meters of water resistance, making it a capable partner for any underwater excursion.

Luminox Brand Director, Pierrick Marcoux has commented on this standout launch for Luminox, *"We're so proud to be launching a new Automatic timepiece in our Pacific Diver collection. With an incredible finish and innovative visibility, these watches represent the Luminox DNA."*

At its core, the Luminox Pacific Diver Automatic is the latest evolution of a classic style made by a brand dedicated to pushing the boundaries of adventure. Whether you're in the office, catching a wave, or hundreds of meters underwater, these dynamic timepieces are engineered for peak performance.

Luminox Pacific Diver Automatic 3100 Series



Pacific Diver Automatic – 3101.H.SET



Pacific Diver Automatic – 3101



Pacific Diver Automatic – 3104

Product Specification

Glass Type	Sapphire with anti-reflective coating
Case Material	Stainless steel
Case Diameter	42 mm
Strap Material	3101.H.SET / 3101 - Black cut-to-fit rubber strap 3104 - Stainless steel quick release band
Strap Colour	Black or Silver
Dial Colour	3101.H.SET - White 3101 - Black 3104 - Blue
Functions	Date, Dive bezel
Movement	Automatic
Water Resistance	200 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.
