

PRESS RELEASE

**Luminox Pacific Diver Chronograph 3140 Series**

**June 2022** – The Pacific Ocean is the largest and deepest body of water on the planet, and is equivalent to 30% of the planet’s surface area. It consists of nearly 155 million square kilometers of water, with average depths measuring up to 4,000 meters. It is no surprise that the Pacific Ocean has become an ideal place for divers and water sports, both professional and amateur, and is home to a large diversity of aquatic life.

Luminox’s strong ties to the Pacific can also be traced back to its origins, where it was originally founded in the small town of San Rafael, California, USA, located along the Pacific Coast. This tie to the Pacific acts as the inspiration for Luminox’s upcoming collection, and expands upon one of Luminox’s most popular watch series. The new Pacific Diver Chronograph Series 3140 will come in 9 different configurations, with colours never seen before in prior Luminox watches.



The new Pacific Diver Chronograph boasts a stainless steel case in 44mm, with a CARBONOX™ uni-directional bezel, a vital instrument for any diver. The watches come in either Luminox's new cut-to-fit rubber straps which provides an easy and perfect fit, or stainless steel bracelets. The fan favourite blacked-out version with a black steel case and strap is also made available. As with every other Luminox timepiece, it incorporates Luminox Light technology, making sure that your timepiece is visible in any light conditions for up to 25 years.

While the chronograph's exact debut and attribution remain open to some debate, the first chronograph was invented over 200 years ago, and it continues to be a highly sought-after feature. Today, chronograph dive watches allow for additional functionality for timing events underwater and divers can now utilize the uni-directional bezel and the chrono function to keep precise time during diving expeditions. Like, oxygen, timekeeping is a matter of life and death when underwater and Luminox's new Pacific Diver Chronograph 3140 Series has become a critical tool to ensure safety while below the surface of water.

#### Luminox Pacific Diver Chronograph 3140 Series



Luminox Pacific Diver Chronograph – 3141.BO



Luminox Pacific Diver Chronograph – 3142



Luminox Pacific Diver Chronograph – 3143



Luminox Pacific Diver Chronograph – 3144



Luminox Pacific Diver Chronograph – 3145



Luminox Pacific Diver Chronograph – 3149



Luminox Pacific Diver Chronograph – 3155



Luminox Pacific Diver Chronograph – 3157.NF

### **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.