

FOR IMMEDIATE RELEASE

An homage to the St. Gotthard Pass - LA TREMOLA by Charmex of Switzerland™

Liestal, March 10th 2015 – For centuries the St. Gotthard pass in Switzerland was the main route from central Europe into Italy. Originally a mere mule track this pass was widened to allow for a regular stage coach service as depicted in this 1873 painting of Roland Koller's. In the early 20th century the well over a dozen hairpin bends were paved with cobblestones and the road was henceforth known as LA TREMOLA – the "trembling one". Whether this refers to the shaking of the vehicles on the cobblestones or rather the mental state of the drivers is no longer known

The new automatic model LA TREMOLA was created as an homage to the original cobblestone road which still exists today: the paved structure of the dial resembles the original cobblestone and the classical case with its art déco like curvature and engraving is reminiscent of the early 20th century

LA TREMOLA is manufactured in a Limited Edition of 400 timepieces only and available in three dial colors: silver, black and tobacco

The LA TREMOLA is sold in a luxurious wooden gift box

Technical Specifications

Movement:

. Swiss Made® automatic ETA cal. 2824 élaboré

Functions:

. Hour; minute; central second
. Date at 3h

Case/strap:

. Stainless steel case Ø 40.0mm, thickness 11.0mm. Also in 4N IP plating
. Sapphire crystal, anti-reflective coating
. Genuine leather strap with double-pusher butterfly buckle
. Screwed sapphire crystal caseback
. Water-resistant to 50 meters

Hands:

. h/m with luminous coating C1

Dials:

. Silver, black or tobacco
. Luminous indices


CHARMEX
OF SWITZERLAND™

Quest for Excellency



**rrp Switzerland excl. VAT
CHF 1'495 / CHF 1'595**



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