



Contents

- **Heinrich Moser**
A successful watchmaker and industrial pioneer from Schaffhausen
Press release (2 pages, 968 words, 5919 characters)

- **The legendary watch brand, H. Moser & Cie.**
Teamwork since 1826
Press release (3 pages, 1187 words, 7337 characters)

- **The Moser Schaffhausen AG watch factory**
Horological passion – nurturing tradition
Press release (2 pages, 810 words, 5164 characters)

- **Time line: The Moser watchmaking dynasty**
Summary (3 pages, 977 words, 6044 characters)

- **Product highlights**
 - The perpetual calendar from Moser
 - A world-first from H. Moser & Cie.
 - Intrinsic value with no technical compromises
 - “Double Pull Crown” – Innovation down to the finest detail

- **Products**
 - Moser-Perpetual 1
 - Monard
 - Mayu

H. Moser & Cie.

Heinrich Moser

A successful watchmaker and industrial pioneer from Schaffhausen



H. Moser & Cie.

Heinrich Moser was born on 12 December 1805 and grew up in a Schaffhausen watchmaking family. Both his grandfather, Johannes Moser (1730-1820), and his father, Erhard Moser (1760-1829), worked as town watchmakers in the town by the Rhine Falls. He learned the traditional watchmaker's craft from his father between 1820 and 1824, and went on to broaden his knowledge after 1824 in the master watchmakers' workshops in LeLocle (Switzerland). He had already come to recognize the restrictions imposed by the guild regulations, and he was a vehement opponent of these. At the same time, however, he did not ignore the quality-promoting aspects of these regulations, and he was even responsible for improving them. He rapidly gained respect as a skilled watchmaker, and he was able to start a successful small business to supply spare parts. It only took Moser about eighteen months to develop a reputation as an outstandingly talented specialist, and he received offers of work from Italy and Paris. From 1826, he was able to work for the first time on his own account for a German merchant, for whom he built clocks into cases and pieces of furniture. In November 1827, the prospect of good business drew him to St. Petersburg in Russia, where in 1828 he opened H. Moser & Co. This marked the hour of inception of what would eventually grow into such a successful brand.

Moser's business flourished, which was certainly attributable to the painstaking care that he took throughout his life to ensure that the watches sold by him were supplied to a high quality standard. Not a single watch was allowed to pass over the shop counter unless it had been inspected personally by him or one of his representatives. In order to maintain this demand on superior quality, he established a watch factory in LeLocle in 1829, which produced watches exclusively for his businesses in Europe and Russia. The building that was home to the company exists to this day.

The range of Moser watches grew to include 70 different calibres. In addition to the movements supplied by his own factory, he also purchased movements from such renowned companies as Urban Jürgensen or Jaeger-LeCoultre. The latter's company archive lists him as a customer from 1860 onwards. From them he procured up to 64 different calibres, of which 24 complications. The uncompromising quality of his watches gained him access as a supplier to the Imperial Russian Court, various royal houses and the armed forces. Within just a few years, he was selling watches to Japan, China and Persia, but also in the West in Paris and New York. Business continued to thrive, even in times of crisis, and Moser, who was by now a prosperous merchant and watch manufacturer, decided to return to Schaffhausen with his family at the end of 1848.

From this point on, he would see his true life's work as the transformation of Schaffhausen, a very quiet town in those days, into a lively and attractive industrial location, which also had room for a watch production facility. At the same time, he set about the construction of the magnificent Charlottenfels manor house for his family.

In 1851 he completed the construction of a canal on the Rhine, which supplied the water to drive a turbine with an output of about 80 h.p. This was followed in 1853, in a joint venture with other personalities from Schaffhausen, by the establishment of the "Schweizerische Waggonfabrik bei Schaffhausen" (Swiss Wagonworks at Schaffhausen) and, in the same year, the establishment of the "Schweizerische Industriegesellschaft (SIG) Neuhausen" (Swiss

H. Moser & Cie.

Industrial Company Neuhausen). Moser was a co-founder of the railway line Schaffhausen-Winterthur, also in 1853. Subsequent additional participations, company formations and co-financing of company formations during this period can also be attributed to his tireless involvement.

In the winter of 1863/64, he embarked on the construction of the largest Swiss dam over the Rhine, with the intention of supplying neighbouring industrial companies with inexpensive energy via a power transmission system. The turbines fed their energy into huge wire cable transmission systems, which then supplied it directly to a very wide range of production halls and workshops. This hydroelectric power station marked the dawn of the industrial age in Schaffhausen.

In spite of the recognition which Moser now enjoyed in Schaffhausen, he was still not untouched by disappointments. He never got over the fact that his only son, Henri Moser (1844-1923), showed no inclination to join his father's watch company, let alone to succeed him at the helm.

Heinrich Moser died on 23 October 1874. His second wife, Fanny, in accordance with his last will, inherited all his business interests. This made her one of the wealthiest women in Switzerland, although she had no desire to accept responsibility for what had by now become a global watch business. She sold the entire Russian operation to the local Managing Director, Mr Winterhalter, in 1877. The watch factory in LeLocle went to Paul Girard. It was stipulated in the contracts of sale that all successor companies would continue to operate in perpetuity under the registered brand names of H. Moser & Cie. or Heinrich Moser & Co.

Heinrich Moser remains omnipresent to this day in Schaffhausen. The house in which he was born in the old town still exists, as does Charlottenfels. The modern Schaffhausen generating station today stands on the site of the historic dam on the Rhine. A large number of the businesses formed by him or with his help are still operating successfully. The residents of Schaffhausen have themselves honoured their famous fellow citizen with the eponymous Moserstrasse, with a bronze bust in the Mosergarten park that is used as a venue for events and, not least, by opening Charlottenfels to the public.



The legendary watch brand, H. Moser & Cie. Teamwork since 1826

In 1826, towards the end of his apprenticeship and a period spent as a journeyman, Heinrich Moser contemplated where and how he might build a successful future for himself. In fact, his aim was to introduce the manufactory method of working based on the principle of the division of labour in his home town of Schaffhausen, and to establish a small watch factory for this purpose. However, the Town Council at the time declined his proposal and awarded the honorary office of town watchmaker to another individual. Moser emigrated to St. Petersburg, in Russia, where he founded the trading company, “H. Moser & Co.”, at the end of 1828. From this company name, Moser also developed the company signature in cursive script, which was almost always supplemented by a medallion. Until about 1918, with rare exceptions, the company name in Cyrillic and/or Latin script, as well as the medallion, remained the standard signature on all the watches marketed by Moser’s watch companies, whether sourced from its own production or from outside suppliers.

In 1829, he established a watch factory in LeLocle, which manufactured the pocket watches for his businesses in the European and Asiatic regions. By 1831, Moser was also able to open a branch in Moscow. Another astute business decision was the establishment of further branches in Nizhniy Novgorod and in Irbit – at the time the most important trade fair venues in Russia. The house of Moser thus had a presence in both of the Russian administrative centres, as well as at central trade fair venues.

Little by little, Heinrich Moser overtook the old-established businesses and its newer competitors. Within just a few years, he was selling watches to Japan and China, Persia and Turkestan, Siberia and Kamchatka. By around 1845, he had become the undisputed market leader in the whole of Russia, dominating the watch trade there. He had even established business links with Paris.

Moser’s Russian enterprises at the time employed around 50 persons. Among them were German, Swiss, Russian and Swedish watchmakers. The names of the Swiss watchmakers, Johann Jakob Bär, G. Ganther, Johann Winterhalter, Victor Guye, Palk and Schwab, as well as Moser’s son-in-law, Adolf Richard, are known from letters. An Italian, Bianco, is also mentioned. His most capable employee was undoubtedly J. Winterhalter, who subsequently took over Moser’s company in Russia.

Even after Moser returned to Schaffhausen as a successful and wealthy businessman, he remained a passionate watchmaker at heart. He was aware from his training that, as far as pocket watches were concerned, case manufacture and quality often represented a weak point in the watch manufacturing process, and he opened a workshop with around 20 workers in Schaffhausen in 1853, where mainly silver watch cases were made. Three or four years later, he added a second workshop. In 1863, he equipped the workshops with completely new mechanical equipment, mostly to his own design, to facilitate case manufacture.

H. Moser & Cie.

His only son, Henri Moser (1844-1923), showed little interest in the watch business, much to his father's displeasure. As a result, they went their separate ways in 1870. On the death of Heinrich Moser in 1874, his second wife, Fanny, inherited all his business interests and the watch factory in LeLocle. She had no desire to accept the responsibility, however, and in 1877 she sold the entire trading business to Johann Winterhalter and the watch factory in LeLocle to Paul Girard. In both transactions, she included conditions in the contracts to ensure that all the successor companies would continue to operate in perpetuity under the brand names of H. Moser & Cie. or Heinrich Moser & Co., in accordance with her husband's instructions. All of the enterprises passed into other hands in this way. The only son of Heinrich Moser, Henri, had no male offspring, and the name Moser also died out in this family.

In accordance with the contractual undertaking, the company name and the brand name remained unchanged, both in the global trade and in the watch factory at LeLocle. This situation continued until about 1917, when the Russian October revolution completely eliminated the watch market in the country that had been dominated by the Swiss watchmakers. The last of the Swiss Directors of the Moser company – Cornelius Winterhalter from about 1908 to 1918, and from 1910 to 1918 Octave Meylan – travelled back to Switzerland in early 1918, totally expropriated.

Around 1920, the State-owned "Central Watch Repair Workshop" in Moscow was formed from the remains of the Moser watch businesses, and between 1927 and 1930 a start was made on the establishment of its own watch production. Moser watches continued to be regarded as a synonym for work of the highest quality for some considerable time afterwards. As late as 1966, the USSR presented one of its high-ranking military officers with an original Moser pocket watch in 18-carat gold, dating from the period before the expropriation, with a specially engraved dedication. This watch is now owned by Moser Schaffhausen AG as a special contemporaneous exhibit.

Even after the take-over by the Girard family, the facility in LeLocle remained a production location for fine watches. It continued to adhere to Moser's philosophy of supporting the business on several pillars – pocket watches and wristwatches – and of working closely with the best suppliers. However, the Cyrillic script on the inside of the dust cover that had frequently been used until then was now omitted from the signature.

Information from 1953 points to an expansion in wristwatch production, and reference is made to a water-resistant 12-ligne watch and an 11 ½-ligne automatic watch, among others. H. Moser & Co. was also mentioned in 1973 as a manufacturer of precision lever escapement watches and special watches, predominantly in 18-carat gold and in cases set with precious stones.

In 1979, the watch factory in LeLocle became part of the "Dixi-Mechanique" Group and traded as "Hy Moser & Cie."

The original brand of the founder, "H. Moser & Cie.", was once more registered internationally by Dr. Jürgen Lange in 2002. Moser Schaffhausen AG was launched jointly

H. Moser & Cie.

with representatives of the Moser family. Today the great-grandson of Heinrich Moser – Roger Nicholas Balsiger – is Honorary Chairman of the Board of Directors. The Company is due to return to the international watch arena, in the autumn of 2005, to mark the bicentenary of Heinrich Moser's birth.

The new watches that have been developed by H. Moser & Cie. over the last three years add a hint of understatement to their traditionally classic/elegant appearance, and, entirely in keeping with the tradition of the establishment, utilize mechanical movements designed in-house and executed to the highest quality standard. It goes without saying that these movements, which incorporate a cornucopia of technical innovations and offer high customer benefit, can only be found in watches from H. Moser & Cie.

We have now come full circle, and, as the great-grandson expressed it so poignantly in an interview: "I find it very moving that we are now in a position to make Heinrich Moser's return to Schaffhausen as a watchmaker possible 200 years after his birth."



The Moser Schaffhausen AG watch factory

Horological passion – nurturing tradition

In September 2002, a new watch company was launched in Schaffhausen: Moser Schaffhausen AG. The company was named after a famous watchmaker and businessman whose reputation extended well beyond the boundaries of Schaffhausen; his watches are legendary. He supplied them to the Russian Imperial Court and to China, Paris and New York.

A small group of horological experts and investors associated with the great-grandson of Heinrich Moser, Roger Nicholas Balsiger, has made this reestablishment possible. They all share a passion for horology, business acumen and enthusiasm for beautiful watches. All of these are attributes which originally led Heinrich Moser to establish H. Moser & Cie. in the year 1826. The company name became a brand and, as such, a synonym for high-quality watches far beyond the boundaries of Moser's home town of Schaffhausen.

Moser had been preoccupied with the industrialization of Schaffhausen for his entire life. He had dreamed of opening a watch factory in his home town. 200 years after his birth, this dream has now become reality.

It was also Moser who established the principle: If you want to make the best watches in the world, you must go to the best suppliers. For it is only there, at their very location, in their familiar surroundings, with their network, that these watchmakers are able to achieve true artistic skill.

The present-day Moser Schaffhausen AG watch factory also adheres to this principle. Everything that has to do with the manufacture of watch parts, including the perfected assembly by hand and the building of the watches, is provided by the best subcontractors in the Swiss watch industry. This also extends to the most challenging parts of a mechanical watch, such as the escapement with the escape wheel and pallet, the escape pallets, the ellipse, or the authentic balance screws made of solid gold.

The principal suppliers are situated in the Swiss Jura, close to the French border. The best watchmakers are to be found here in rural and uniquely beautiful surroundings. True works of art are created here from individual parts, which are fitted together into exclusive Moser movements with workmanship of the purest form.

Moser Schaffhausen AG, owner of the H. Moser & Cie. brand that is registered throughout the world, nevertheless maintains close links with Schaffhausen. The management offices are accommodated in a villa built about 100 years ago above the Rhine Falls. Administration, service department and workshops are only a few minutes away. In these premises The complete development process took place. With passion, expert knowledge and meticulous scientific precision, experienced watchmakers created mechanical movements which represent a cornucopia of innovations offering high customer benefit. Historical engineering was given a surprisingly new interpretation in a modern context, which accounts for the

H. Moser & Cie.

exclusivity and the intrinsic value of the new movements. The traditions associated with the H. Moser & Cie. brand were maintained and integrated into the new watches, so that a high degree of recognition is assured.

Moser Schaffhausen AG today – more than 175 years after it was originally founded – employs around 20 people and possesses extensive experience of the international watch trade. The company is represented by the Honorary Chairman of the Board of Directors, the great-grandson of Heinrich Moser, Roger Nicholas Balsiger.

Roger N. Balsiger, in an interview in 2004:

“My great-grandfather often complained bitterly in his letters that he had not been able to work as the town watchmaker in Schaffhausen, like his grandfather and father before him. I find it very moving that we are now in a position to make his return possible 200 years after his birth. With the establishment of Moser Schaffhausen AG, the last piece of a company which made its first appearance in the year 1826 falls into place.”

Eric Moser, Chairman of the Board of Directors:

“The special nature of the partnership with our suppliers, based on a spirit of cooperation at the highest technical and qualitative level and in the face of constantly new challenges, was one of the most memorable experiences during the entire development period.”

Dr. Jürgen R. Lange, Vice Chairman and Managing Director:

“A cornucopia of innovative new developments with high customer benefit characterizes the mechanical movements developed in-house and used exclusively for H. Moser & Cie.”

Michel Staub, Member of the Board of Directors and the Executive Board:

“A truly exciting feature of the Moser watches of the new era is their classic elegance, combined with a alluring penchant for understatement.”

Ulrich Blauw, Member of the Board of Directors:

“Solid craftsmanship and horological passion have resulted in watches whose appeal lies in their unobtrusive outward appearance and which make the complexity of their internal workings accessible to connoisseurs at a second glance.”

Dr. Christoph Born, Member of the Board of Directors:

“A team whose enthusiasm for creating something special is absolutely infectious.”



Time line

The Moser watchmaking dynasty

- 1730** Johannes Moser, grandfather of Heinrich Moser, is born in Schaffhausen. After an apprenticeship as a watchmaker, he assumes the hereditary and honorary position of town watchmaker. He later becomes a Cantonal Councillor.
- 1760** Erhard Moser, father of Heinrich Moser, is born in Schaffhausen. He inherits the position of town watchmaker from his father and is himself a member of the Cantonal Council.
- 1805** Johann Heinrich Moser is born on 12 December. He learns the traditional watchmaker's craft from his father between 1820 and 1824.
- 1824** Heinrich Moser's travels take him to Le Locle (Switzerland) and its master watchmakers' workshops. He rapidly gains respect as a skilled watchmaker, and he is able to start a successful small business to supply spare parts. It only takes Moser about eighteen months to develop a reputation as an outstandingly talented specialist, and he receives offers of work from Italy and Paris.
- 1826** Moser works for the first time on his own account by building clocks into cases and pieces of furniture.
- 1827** The prospect of good business draws Moser to St. Petersburg in Russia. After a hazardous journey by horse and carriage and by ship, his money eventually dwindles away. He starts work as a watchmaker in the local workshops.
- 1828** The trading company, H. Moser & Co., is founded in St. Petersburg. This marks the hour of inception of what would eventually grow into such a successful brand. Moser's business flourishes, which can certainly be attributed to the fact that the watches sold by him are supplied only in high quality. Not a single watch is allowed to pass over the shop counter unless it has been inspected personally by him or one of his representatives.
- 1829** In order to maintain this demand on superior quality, he establishes a watch factory in Le Locle to produce watches exclusively for his businesses in Europe and Russia.
- 1848** Moser, by now a wealthy merchant and watch manufacturer, decides to return to Schaffhausen with his family. From this point on, he sees his true life's work as the transformation of Schaffhausen, a very quiet town in those days, into a lively and attractive industrial location. At the same time, he also builds the magnificent Charlottenfels manor house for his family.

H. Moser & Cie.

- 1851** Moser completes the construction of a canal on the Rhine, the water from which drives a turbine with an output of about 80 h.p.
- 1853** In a joint venture with other Schaffhausen personalities, Moser establishes the “Schweizerische Waggonfabrik bei Schaffhausen” (Swiss Wagonworks at Schaffhausen) and, in the same year, the “Schweizerische Industriegesellschaft (SIG) Neuhausen” (Swiss Industrial Company Neuhausen). Moser is a co-founder of the Schaffhausen-Winterthur railway line, also in 1853. He also opens a workshop for the manufacture of watch cases in Schaffhausen.
- 1860** The company archive of Jaeger-LeCoultre from this year lists Heinrich Moser as a customer. Over time, he procures up to 64 different calibres, including 24 complications, from them. The uncompromising quality of his watches gains him access as a supplier to the Imperial Russian Court, various royal houses and the armed forces. Within just a few years, he is selling watches to Japan, China and Persia, but also in the Western world e.g. in Paris and New York.
- 1863/64** Heinrich Moser embarks on the construction of the largest Swiss dam over the Rhine, to supply neighbouring industrial companies with inexpensive energy via a power transmission system. This hydroelectric power station marks the dawn of the industrial age in Schaffhausen.
- 1868** Moser supports Aristo Jones in the foundation of his International Watch Company (IWC) by providing premises and energy to drive the machines.
- 1874** Heinrich Moser dies on 23 October. His last will names his second wife, Fanny, as the heiress of all his business interests.
- 1877** Fanny sells the entire Russian operation to the local Managing Director, Mr Winterhalter. The watch factory in Le Locle goes to Paul Girard. The contracts of sale stipulate that all successor companies must continue to operate in perpetuity under the registered brand names of H. Moser & Cie. or Heinrich Moser & Co.
- 1917** The Russian October revolution completely eliminates the private watch market in the country that is dominated by the Swiss watchmakers. The last of the Swiss Directors of the Moser company travel back to Switzerland in early 1918 totally expropriated. The business in Le Locle is spared from these political upheavals and continues to operate unaffected. An attempt is made to compensate for the loss of the Russian markets through increased exports to other countries.
- 1920** The State-owned “Central Watch Repair Workshop” in Moscow is formed from the remains of the Moser watch businesses.
- 1953** Wristwatch production in Le Locle is expanded, and the proportion of pocket watches produced steadily decreases. Some of the watches also bear the name “Henry Moser”, although this is in breach of the 1877 agreements.

H. Moser & Cie.

- 1973** H. Moser & Co. is mentioned as a manufacturer of precision lever escapement watches and special watches, predominantly in 18-carat gold and in cases set with precious stones. The quartz watch crisis that is widespread throughout the Swiss watch industry also affects the business in Le Locle.
- 1979** The watch factory in Le Locle becomes part of the “Dixi-Mechanique” Group and trades as “H^y Moser & Cie.”.
- 2002** The original brand of the founder, “H. Moser & Cie.”, is registered once more internationally by Dr. Jürgen Lange. Moser Schaffhausen AG is launched jointly with representatives of the Moser family. Today the great-grandson of Heinrich Moser – Roger Nicholas Balsiger – is Honorary Chairman of the Board of Directors.
- 2005** To mark the bicentenary of Heinrich Moser’s birth, the successor company, Moser Schaffhausen AG, is once again launching a range of watches on the international watch arena under the H. Moser & Cie. brand that are faithful to the legacy of the founding father.

H. Moser & Cie.

The perpetual calendar from Moser

A technical delicacy of a particular kind

The master watchmakers at Moser have completely redeveloped the perpetual calendar, which indicates the correct date depending on the length of each month. This classic complication is combined for the first time with a neat, restrained and elegant dial. The date in the MOSER-PERPETUAL 1 is accordingly displayed in an entirely traditional way as a number in a large dial window at 3 o'clock.

The perpetual calendar from Moser is the only one in the world to feature a “Flash Calendar” display. This means that the date on the watch jumps directly from the end of one month to the start of the following month, without any intermediate stages. No incorrect date is displayed during the switching phase; for example, from 28 February to 1 March, “28” is followed directly by “1” in the window on the dial.

The perpetual calendar can naturally be adjusted both forwards and backwards. The month is indicated with a small centre hand by utilizing the hour indices. The leap year indication, which can be adjusted via a pin pusher, is present on the back of the HMC341 movement.



H. Moser & Cie.

A world-first from H. Moser & Cie.

The world's first-ever interchangeable escapement module in a wristwatch

Longevity and ease of servicing are features which the development engineers at Moser have placed right at the top of their specification. They have accordingly pondered about how the mechanical heart, the pacemaker of a watch, might be improved. They started by replacing the index system on the balance wheel used for timing with traditional weight compensation screws made of solid gold on the balance wheel ring. No easy feat, considering that the task at hand was to manufacture screws with a precision thread of 0.35 mm in diameter. However, the resulting advantage was worth the effort: the balance wheel beats more evenly, the escapement is less susceptible to shocks, and the positional dependency of the watch is reduced.

If a watch movement is cleaned during servicing, in order to remove the abrasion products caused by friction, all the parts must be dismantled, washed, reassembled and oiled. This also applies to the component parts of the escapement, which must then be retimed from the beginning: this is a meticulous and, above all, time-consuming procedure. Here, too, a novel solution was found at Moser. The complete escapement assembly is mounted on a separate plate, for the first time in a wristwatch, and is only connected to the rest of the movement via the escape wheel drive. This means that the assembly is completely interchangeable by releasing only two screws. It is removed in the course of servicing and replaced by an equivalent escapement assembly as a service exchange item. The assembly is then cleaned and retimed, but only by specialists at Moser. The time spent in the service department by a Moser watch can be reduced considerably in this way, and the accuracy of the timing can be increased.



H. Moser & Cie.

Intrinsic value with no technical compromises

The escape wheel and pallets of the latest watches from H. Moser & Cie are made of solid gold

Wheel trains made of gold, which were hardened by extremely intricate hammering, can be found in historic watches in the highest quality segment, a feature also shared by a small number of rare Moser pocket watches dating from the 19th century.

The watchmakers at Moser are reviving this tradition and are equipping the novel, interchangeable escapement assembly in all Moser watches of the new era with a gold pallet and a gold escape wheel. This is an innovation without precedent in the industry. The decision to proceed was an easy one for the watchmakers: it was justified both by the high intrinsic value of solid gold and by the absolute, high precision with which these parts are manufactured. This precision benefits the longevity and constancy of the escapement assembly. The surfaces of the escape wheel, which are exposed to friction with the ruby pallets, are executed with a previously unachieved mirror-finish. They exhibit a surface roughness of less than 50 nanometers, which is equivalent to 50 millionths of a millimetre. The friction between the component parts is minimized, and the service life is increased in this way. The required hardness of the gold is achieved by a patented, high-technology process and itself contributes to the resistance to wear.



“Double Pull Crown” – Innovation down to the finest detail

The mechanism of the winding crown from H. Moser & Cie.

The watch development engineers at Moser are challenging even quite traditional functional processes of the wristwatch. This also applies to the various functions of the winding crown.

The mechanism of the crown in watches from Moser also has three functions, which are selected by different positions. Position 1 is used for winding the watch, Position 2 for setting the date, and the hands can be adjusted in Position 3 – so far entirely traditional. Moser has developed the “Double Pull Crown” mechanism, to permit the various positions of the winding crown to be selected exactly. This ensures that, when the crown is pulled out fully, only Position 2 for setting the date is engaged. Only by releasing the crown briefly, and by then pulling it out fully for a second time, is it possible to access Position 3, which adjusts the hands – irritation eliminated. A final press on the crown returns it to winding position 1. The tiresome searching for the central position of the winding crown for its adjustment function is now a thing of the past in all Moser watches with a date indicator. This is a new function with high exclusivity and considerable customer benefit.

H. Moser & Cie.



Ref. 341.501

The **MOSER-PERPETUAL 1**, a watch with a perpetual calendar, the like of which the world has never previously seen. The unique arrangement of the displays provides classic clarity in spite of the complicated internal workings. This first watch of the new generation is equipped with the Moser dual spring barrel and has a power reserve of at least seven days. Moser is the first to use the interchangeable escapement module for superb ease of service. Another exclusive and unique feature is the execution of the escape wheel and pallets in hardened solid gold.

The **MOSER Cal. HMC341 MOVEMENT** is a hand-wound movement with a perpetual calendar, and with the facility for forwards and backwards adjustment. The "Flash Calendar" display, which switches directly from the end of the month to the first day of the following month, without indicating any incorrect dates, is protected by a patent application. The only evidence of the perpetual calendar on the dial is the large date and the highly restrained design of the month hand, which utilizes the twelve hour indices. The date can be adjusted with the patented "Double Pull Crown" mechanism, which ensures reliable setting of the crown to the correct position.

A three-part case of round design in rose gold, white gold or platinum with a discreetly convex sapphire glass and a sapphire glass see-through back, a crocodile leather strap, and a clasp in solid gold or platinum with the Moser logo engraved in the niello technique.

H. Moser & Cie.



Ref. 342.502

The **MONARD** from Moser. A watch in the classically elegant style with centre second and a large date. Moser dual spring barrel for a power reserve of at least 7 days and a reserve display on the movement side visible through the sapphire glass see-through back. The use of an interchangeable escapement module is a Moser world-first and satisfies the highest demands for function and ease of service. A further exclusive feature is the patented design of the escape wheel and pallets in hardened solid gold.

The MOSER Cal. HMC342 MOVEMENT is a hand-wound movement with true bevel wheels for smooth, low-wear operation and with Moser teeth designed for optimal efficiency in the entire wheel train. The date is adjusted via the patented "Double Pull Crown" mechanism, which ensures reliable setting of the crown to the correct position. Also typical of Moser is the arrangement of the fourth and the third wheels under a common bridge. Screwed gold chatons and Moser ground stripes visually underscore the inherent value of this movement.

A three-part case in rose gold, white gold or platinum with a discreetly convex sapphire glass and a sapphire glass see-through back. A crocodile leather strap and a clasp in solid gold or platinum with the Moser logo engraved in the niello technique.

H. Moser & Cie.



Ref. 321.503

The **MAYU** from Moser. An elegant watch with a certain hint of understatement. It is characterized by a distinctively classic design, only 9.3 mm thin, and features the rare, large pocket watch seconds display. A power reserve of 80 hours ensures that the watch will continue to operate for three days without winding. The first-ever interchangeable escapement module, introduced by Moser for longevity and ease of service, makes for high exclusivity. The execution of the escape wheel and pallets in hardened solid gold with functionally optimized surfaces is also a world-first.

The **MOSER Cal. HMC321 MOVEMENT** is a hand-wound movement with a diameter of 32 mm and Moser teeth in the entire wheel train. True bevel wheels in the winding system ensure smooth, low-wear operation – a world rarity in wristwatches. Also traditional for Moser is the arrangement of the fourth and the third wheels under a common bridge. Cut-off and polished edges, a sun-pattern ground finish on the plate and bridges, and the Moser ground stripes emphasize the inherent value of this movement.

A three-part case, available in yellow gold, white gold or platinum with a discreetly convex sapphire glass and a sapphire glass see-through back, a crocodile leather strap, and a clasp in solid gold or platinum with the Moser logo engraved in the niello technique.