

## **RADO - GENERAL DATA**

<b>Foundation of the Company</b>	1917 Foundation of the watch movement company Schlup & Co.  1957 Presentation of the first watch collection under the brand name Rado
<b>Headquarters</b>	Rado Watch Co. Ltd. Bielstrasse 45 2543 Lengnau Switzerland  P: +41 32 655 61 11 F: +41 32 655 61 12  touch@rado.com www.rado.com
<b>Ownership</b>	100 % of shares with Swatch Group Ltd., Neuchâtel, Switzerland
<b>Employees</b>	approx. 300 (Switzerland and abroad)
<b>Point of Sales</b>	approx. 6,000 (worldwide)
<b>Service Centers</b>	approx. 300 (worldwide)

The Swatch Group (U.S.) Inc.  
1200 Harbor Boulevard  
Weehawken, NJ 07086

Phone +1 201 271 1400  
Fax +1 201 558 5042  
www.rado.com

## MAJOR BREAKTHROUGHS AND HIGHLIGHTS

2007

Ceramica, the icon launched as the first to be entirely produced in high-tech ceramics is reworked to offer a new size – the XL size and a Chronograph. These new pieces boast of another first for Rado: the introduction of a new “satin matt” finish that still maintains the deep black colour.

2006

In RADO.TRUE, Rado has triumphed in developing the technology to create two new dimensions in the use of high-tech ceramics: the satin-brushed and the decorated high-tech ceramics - both are world-firsts.

2005

Rado could have continued selling its cult watch, Rado ‘Diastar’ The Original, without making even the slightest change. But to remain loyal to its fundamental principle: staying ahead of its times, Rado incorporated certain advanced technological features to enhance the reliability and performance the world’s first scratchproof watch resulting in the new collection of Rado The Original.

2004

Rado starts series production of the world’s hardest watch: the Rado 'V10K' is made of high-tech diamond and is therefore as hard and unalterable as a genuine diamond.

2001

Once again, Rado shows its innovation in design by leaving out something that would seem indispensable to a watch. The latest model has no crown in deference to the design and in homage to the consummate form. Without crown: the name of the new Rado ‘eSenza’ is derived from the Italian “è senza,” which means “it is without.”

1999

Launch of the Rado ‘Cerix’ – a true masterpiece in sleek, pure design. Particularly outstanding: the revolutionary ‘flow’ of its bracelet, following the form of the spiral.

1998

Second white watch, Ceramica

1997

Rado surprises the watch world with another striking breakthrough: The revolutionary Rado ‘Vision 1’. Its surface has the hardness of genuine diamond, which earns it a place in the Guinness Book of Records. Its design sets the trend for the next century.

1996

Launch of the Rado 'DiaQueen' – a watch created for the woman with discerning taste. Combines high-tech ceramics, gold and genuine diamonds in a breathtaking whole.

1995

Rado receives the Innovation prize of the Technology Center Switzerland for the outstanding Rado 'Concept 1' - the world's hardest watch, another revolutionary Rado milestone. First time use of polycrystalline diamond (PCD) in the field of watchmaking.

1993

Launch of the revolutionary 'Sintra' - a new Rado milestone, fully made of platinum-like shimmering high-tech ceramics.

1992

Rado celebrates its 75th anniversary in a threefold way - 75 years since the initial foundation - 35 years since the first official use of 'Rado' as a brand name - 30 years since the launch of the legendary oval Rado DiaStar 'The Original' - the world's first scratchproof watch.

First white watch launched - the Rado Coupole Céramique.

1990

Launch of the Rado 'Ceramica', the fully scratchproof ceramics watch. Case and bracelet made of scratchproof high-tech ceramics and scratchproof sapphire crystal.

1987

Launch of the Rado 'La Coupole' collection which fascinates with a unique dome shaped sapphire glass.

1986

Launch of the revolutionary Rado 'Integral' with a watch surface fully covered by scratchproof sapphire crystal and a bracelet made of ultra-hard high-tech ceramics.

1983

Rado becomes member of the newly formed SMH Group in Biel/Bienne, Switzerland (SMH: Swiss Corporation for Microelectronics and Watchmaking Industries Ltd.)

1975

Inauguration of the new headquarters in Lengnau, Switzerland.

1962

Launch of the Rado 'DiaStar' - the first scratchproof watch in the world.

1957

First-time use of the brand name 'Rado'.

1917

Foundation of the watch movement company Schlup & Co. from which Rado later emerges.