



Day-Date 40

Oyster, 40 mm, platinum and diamonds

The Oyster Perpetual Day-Date 40 in platinum with a white dial, diamond-set bezel and a President bracelet.



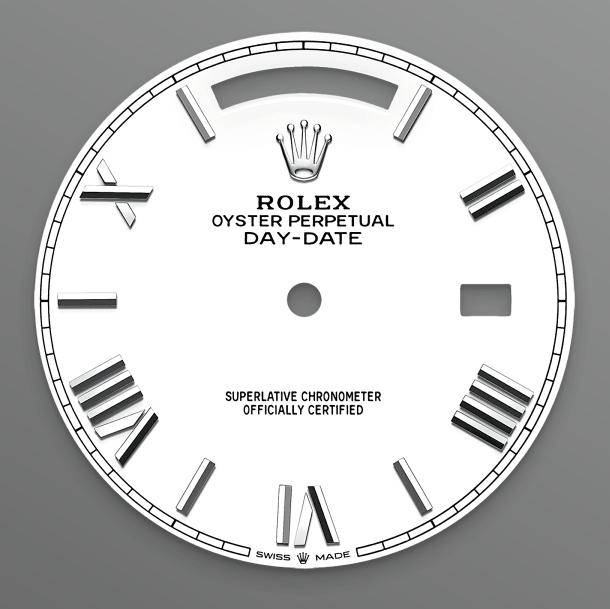
DIAMOND-SET BEZEL

A sparkling symphony

Gem-setters, like sculptors, finely carve the

precious metal to hand-shape the seat in which each gemstone will be perfectly lodged. With the art and craft of a jeweller, the stone is placed and meticulously aligned with the others, then firmly secured in its gold or platinum setting.

Besides the intrinsic quality of the stones, several other criteria contribute to the beauty of Rolex gem-setting: the precise alignment of the height of the gems, their orientation and position, the regularity, strength and proportions of the setting as well as the intricate finishing of the metalwork. A sparkling symphony to enhance the watch and enchant the wearer.



WHITE DIAL

Limitless freedom

Lacquer combines almost limitless freedom of

colour with intensity and a smooth finish. The lacquering technique consists of successively depositing six thin layers of lacquer on a brass base plate.

A colourless varnish is then applied to give the colour or shade all of its depth and shine. Once the varnish is dry, the surface of the dial is polished to magnify the colour; the dial is then ready to be pad printed and receive its appliques.



PLATINUM

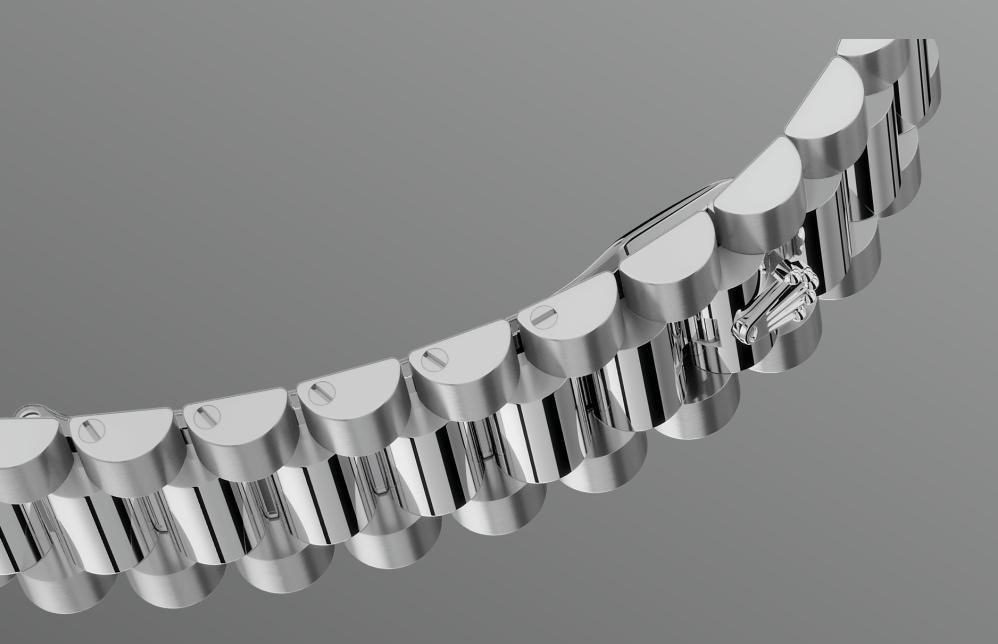
The noblest of metals

Rare and precious, platinum is striking for its

silvery whiteness and vibrant luminosity. It is among the densest and heaviest metals in the world, distinguished by unique chemical and physical properties such as exceptional corrosion resistance.

Paradoxically, it is also soft, elastic and highly malleable, which makes machining and polishing especially difficult, demanding an extremely high degree of skill. Rolex always uses 950 platinum, an alloy consisting of 950‰ (thousandths)

platinum, painstakingly crafted in-house by the fine metalworkers at Rolex. The noblest of metals for the finest of watches.



THE PRESIDENT BRACELET

The ultimate refinement

The design, development and production of Rolex

bracelets and clasps, as well as the stringent tests they face, involve advanced high technology.

And, as with all the components of the watch, aesthetic controls by the human eye guarantee impeccable beauty. The President bracelet, with its semi-circular three piece links, was created in 1956 for the launch of the Oyster Perpetual Day-Date. It represents the ultimate in refinement and comfort and is always made of carefully selected precious metals.

More Day-Date technical details

Reference 228396TBR

Model Case

Туре

Oyster, 40 mm, platinum and diamonds

Diameter

40 mm

Material

Platinum

Bezel

Set with diamonds

Oyster Architecture

Monobloc middle case, screw-down case back and winding crown

Winding Crown Screw-down, Twinlock double waterproofness system

Crystal Scratch-resistant sapphire, Cyclops lens over the date

Water Resistance

Waterproof to 100 metres / 330 feet

Movement

Туре

Perpetual, mechanical, self-winding

Calibre

3255, Manufacture Rolex

Precision

-2/+2 sec/day, after casing

Oscillator

Paramagnetic blue Parachrom hairspring. High-performance Paraflex shock absorbers

Winding

Bidirectional self-winding via Perpetual rotor

Power reserve

Approximately 70 hours

Functions

Centre hour, minute and seconds hands. Instantaneous day and date in apertures, secure rapid-setting. Stop-seconds for exact time setting

Bracelet

Туре	Bracelet Material
President, semi-circular three-piece	Platinum
links	
	Clasp
	Concealed folding Crownclasp

Dial

Туре

White

Certification

Туре

Superlative Chronometer (COSC +

Rolex certification after casing)

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