

# Day-Date 40

Oyster, 40 mm, platinum and diamonds

**The Oyster Perpetual  
Day-Date 40 in platinum  
with a bright black 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.





BRIGHT BLACK DIAL

## A watchmaking technique

The sunray finish creates delicate light reflections on many dials in the Oyster Perpetual collection. It is obtained using masterful brushing techniques that create grooves running outwards from the centre of the dial.

Light is diffused consistently along each engraving, creating a characteristic subtle glow that moves depending on the position of the wrist. Once the sunray finish has been completed, the

dial colour is applied using Physical Vapour Deposition or electroplating. A light coat of varnish gives the dial its final look.



PLATINUM

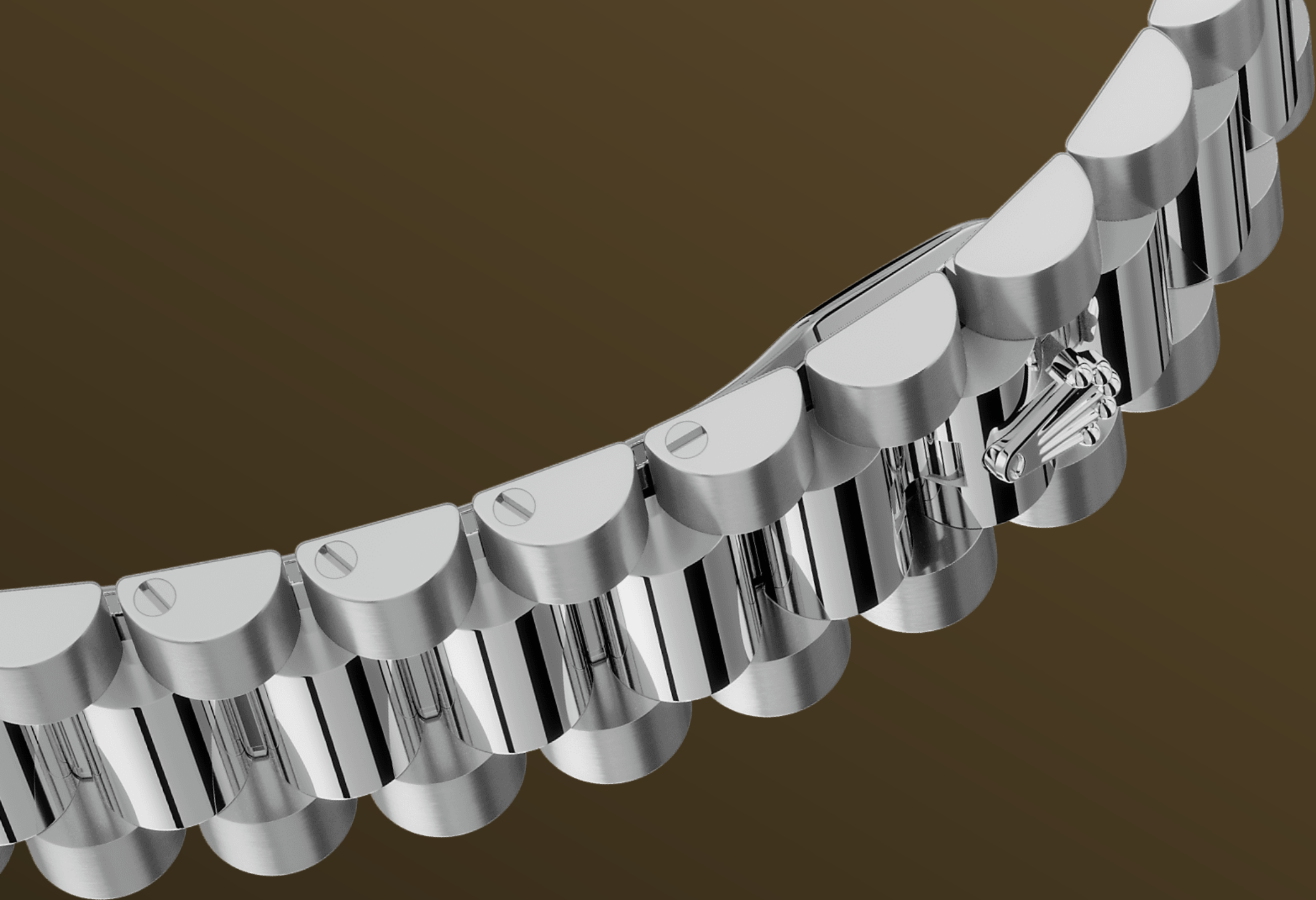
## The noblest of metals

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

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#### Type

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

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#### Type

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

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**Type**

President, semi-circular three-piece links

**Bracelet Material**

Platinum

**Clasp**

Concealed folding Crownclasp

## Dial

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**Type**

Bright black

## Certification

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**Type**

Superlative Chronometer (COSC + Rolex certification after casing)

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