

Baselworld NEWS 2008 - XE 5000 IVORY

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Press release from: [Xemex Swiss Watch AG](#)

Agency: **European Brand Services GmbH**

The XE 5000 Chronograph is distinguished by its streamlined design, its circular case made of brushed stainless steel and its form, unique in the world of watches, all of which make it a stylish, dynamic timepiece. With a diameter of 44 mm, the case is powerful and imposing. The characteristic Xemex lugs break into the perfect sphere of the curved bezel; the crown is recessed in the convex case. All resistance which could hinder the speed of this watch has been removed. Only the push-button for setting the timer seems to be exempt from this rule – on the contrary: its striking angular form underlines its significance for this model. The chronograph functions are not intended to be decorative accessories; they are meant for active use, for recording every second as it flashes by.

The brilliant white dial of this XE5000 model is a real eye-catcher. The black contour of the white luminova hour and minute hands and the highlighting silver timer displays are a perfect contrast. They stand out vividly from the background of the brilliant white dial, which makes them even faster and clearer to read. One ingenious detail is the tachometer scale, the red markers and indices of which are integrated into the sapphire crystal. The eye is drawn to the bright red speed indicator located at the center of the dial. The SWISS MADE Automatic movement guarantees technical perfection and reliability. This impressive watch is held in place by a white rubber strap, appealing for its perfect wearer comfort and flexibility. The racetrack is not its only territory - worn on the wrist of speed-loving men and women, the XE5000 Chronograph adds style and dynamism to everyday life.

Xemex Swiss Watch at Baselworld Fair 2008:
Hall 2.0 Booth B70

To arrange an appointment for a personal consultation at Baselworld and presentation of the latest Xemex models: please contact marketing@xemex.ch.

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Xemex Swiss Watch launched its first watch model, the "Offroad No. 1" in 1996. With his first timepiece, the brand's creator and designer Ruedi Külling realized his concept of a watch design in accordance with his principles: simplify, unify, clarify. With an emphasis on functionality and clean, "bare essentials" design, Xemex was received with enthusiasm among watch connoisseurs and the general public alike. Today, Xemex watches are recognized around the world for the combination of

high-quality-design with wearer comfort, and have won international acclaim for the designer.

The Xemex brand is a completely coordinated unit. The name, logo, image and design all function together seamlessly and are intentionally complimentary. The Xemex name is a palindrome, which can be read from left to right and right to left.

Xemex does not create trends, but rather, manufactures innovative timepieces whose form, colour and detail turn subtle elegance into an unforgettable trademark - www.xemex-swiss.com.

[You can find this press release here](#)