



C7 Apex

Limited Edition

Owner's handbook

 Christopher
Ward

Time on your side...

Your Christopher Ward watch has been designed and engineered by highly talented craftspeople to ensure not only accurate and precise timekeeping but also to bring a real pride of ownership that only items of the highest quality can ever hope to deliver.

You have made an investment, a good one, and the aim of this handbook is to help you make the most of that investment during what I hope will be a lifetime of ownership.



Christopher Ward

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C7 Apex Limited Edition

Hyperbole plays a role in the marketing of any watch, but in the case of the C7 Apex – apex being the Latin word for ‘summit’ or ‘peak’ – its dynamic automotive styling fully reflects the power and potential of the Anglo-Swiss partnership that now sits at the heart of Christopher Ward.

Engineered to mark five years since the CW team held the first working prototype of our in-house movement, Calibre SH21, this 50-piece limited edition represents the progress Christopher Ward has made since that summer’s day in 2013. Spread between Maidenhead and Biel, the Christopher Ward team may have grown since then – in number, in experience – but a greater skill present throughout our design and technical departments has elevated the output of both to a level previously out of reach.


Unlocking this potential has culminated in the creation of the Apex; designed with the intention of showcasing more of Calibre SH21 than ever before, the mechanical modernity of its semi-open dial is bold, futuristic and completely unique in the Christopher Ward collection. Just as significant is that this version of SH21, visible through the Apex’s exhibition caseback, has been designed in unison with its dial, incorporating a level of detailing that would have been unthinkable when SH21 first saw release.

Christopher Ward has never been a conventional brand. We’ve never shied away from a challenge – creating Calibre SH21 after only a decade is testament to that. And in the C7 – a watch that pushed our design and technical teams to reach their very own apex – this tradition shows no signs of slowing down.



Technical information

Features

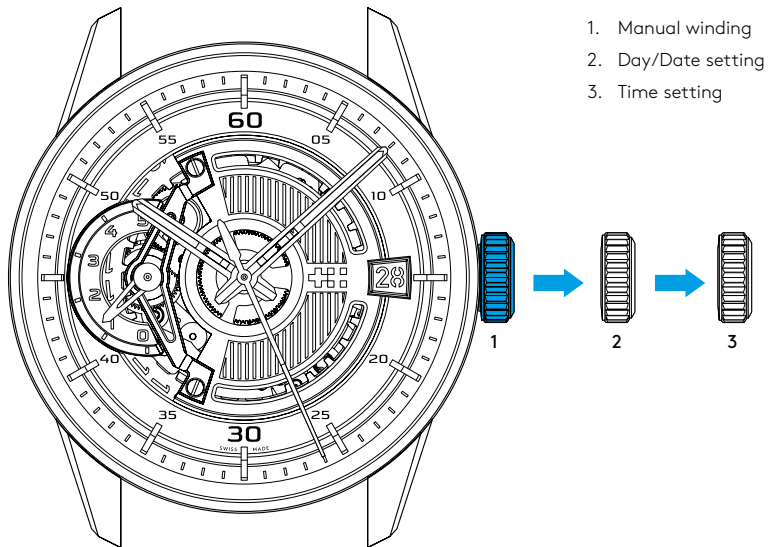
- Swiss made
 - Limited edition of 50 pieces
 - 33 jewel hand-wound chronometer with power reserve complication
 - 120 hour power reserve
 - Hour, minute, central seconds, date function
 - Grey diamond-like-carbon (DLC)-coated and sandblasted marine-grade stainless steel four-piece case
 - Semi-open dial with circular brushed Ruthenium ring, engraved Ruthenium plate and red anodised aluminium bridge
 - Bevelled matte black outer ring with grey minute markers, intersected with polished and bevelled rhodium five-minute markers
 - Lower ring area filled with T-C1 SuperLumiNova® (blue emission)
- 
- The image shows a luxury chronograph watch with a semi-open dial. The watch has a black leather strap with red stitching. The dial is semi-transparent, revealing the internal mechanical movement. The watch features a power reserve indicator ring with red numerals and a circular brushed ruthenium outer ring. The dial also has an altimeter-inspired date wheel, a push-down crown with twin flag engravings, and multi-faceted hour and minute hands filled with SuperLumiNova®. The lower ring area of the dial is filled with T-C1 SuperLumiNova® (blue emission). The watch is shown from a slightly elevated angle, highlighting its design and craftsmanship.
- Matte black power reserve indicator ring with red numerals and circular brushed ruthenium outer ring
 - Altimeter-inspired date wheel
 - Push-down crown with twin flag engraving
 - Anti-reflective domed sapphire crystal
 - Multi-faceted hour and minute hands filled with SuperLumiNova®
 - Exhibition backplate with unique engraved serial number

Technical

Diameter:	42mm
Height:	13.15mm
Weight:	68g
Calibre:	SH21 handwound with power reserve complication
Case:	316L stainless steel
Water Resistance:	10 ATM (100 metres)
Vibrations:	28,800 per hour (4 Hz)
Timing Tolerance:	-4/+6 seconds per day
Lug to lug:	48.2mm
Strap:	22mm



Setting the time/date



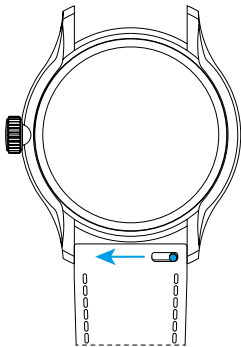
The crown should sit flush to the case (position 1) in order to maintain water resistance. To re-power the watch after a period of non-use, simply wind the crown in a clockwise direction. Your C7 Apex Limited edition has a maximum power reserve of 5 days (120 hours) when fully wound.

Take care not to overwind the crown past the point of resistance as it will damage the movement.

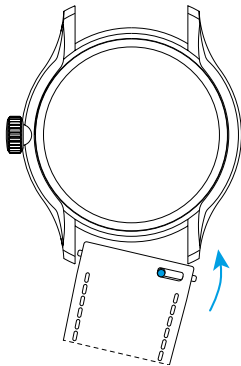
- Pull gently into position 2. For rapid date correction, turn in an anti-clockwise direction.
- Pull gently into position 3. This position is used for handsetting and stopping of the second hand. For precise time setting it is recommended to pass beyond the desired minute and to set the hand backwards.

PLEASE NOTE: Date correction should not be carried out between 20.00 hr and 02.00 hr as the watch gearing will already be aligning itself to change the date. The crown should always be pushed in after adjustment, and it is best to do so from position 3 to avoid advancing beyond the desired date.

Using the quick-release pins on your strap



1. Locate the quick-release pin on your strap.
Pull the pin to the side to detach your strap.



2. To reattach your strap, align the pins to the lug holes and click the strap into position.
Repeat for the other side.



Water resistance

Although your watch has been through vigorous static pressure testing, it is worth remembering that there are many variables that can affect the water resistance of your watch.

For instance, arm movements during swimming and the sudden impact of diving and water sports will drastically increase the pressure the watch is under. Wearing your watch in the bath, shower, or sauna can also have an effect as a rapid increase in temperature can cause seals to expand and in extreme cases, malfunction or create condensation.

For these reasons, the water resistance rating of your watch (as shown) should only ever be considered a guideline and we strongly recommend they are always adhered to.



1 ATM (10 metres)

Safe to wear your watch while washing your hands with tap water.



3 ATM (30 metres)

Washing your car and/or general hose pipe usage.



10 ATM (100 metres)

Water resistant to most household shower units.



15 ATM (150 metres)

Safe to use while snorkelling in open water.



30 ATM (300 metres)

Ideal for experienced divers and those practising scuba-diving.



60 ATM (600 metres)

Professional divers, experiencing prolonged exposure underwater.



100 ATM (1000 metres)

Professional deep sea diving.

Our watch care programme

Your watch is constructed from the finest components and materials available including one of Switzerland's finest mechanical movements. As with all watches of this quality, with the right care and attention, your new Christopher Ward watch has the potential to become an heirloom piece giving further joy to future generations. It's for this reason we have created our industry leading approach to after-sales care, starting with our famous 60|60 Guarantee which remains the most comprehensive guarantee in the world of watchmaking.

Visit our website for more details about our 60|60 Guarantee and Service and Repair Programme.

60|60 Guarantee

1. 60 Day free returns

Our success depends on you being completely happy with your new Christopher Ward watch. You have up to 60 days to return your watch, absolutely free of charge, and receive a replacement or full refund by return – so long as it has not been worn and is returned in perfect condition.

2. 60 Month movement guarantee

Your watch, at its heart, has a top quality precision engineered Swiss movement – so it's very unlikely to give you problems with the minimum amount of care and attention, including a regular service. We recommend you return your watch to us every 3/4 years for a service, so our expert technicians can keep your fine timepiece in peak condition.

Servicing and repairs...the Christopher Ward way...

Our innovative approach to servicing and repairing your Christopher Ward watch means that having your watch serviced or repaired doesn't mean months of waiting followed by an exorbitant bill – which is more or less the experience guaranteed by every other luxury watch brand. We have developed an easy, quick and affordable expert service and repairs programme that doesn't cost the earth and has your watch back where it belongs – on your wrist – in double-quick time.

Keeping in touch with Christopher Ward

From small beginnings just a few short years ago (our first workshop was actually a refurbished chicken shed!), Christopher Ward has won a worldwide following for his eponymous watch brand and can justifiably claim to manufacture the most affordable luxury watches in the world.

For many, the philosophy behind the brand, of trying to put luxury watches within the reach of everyone, is as attractive as the watches themselves, as is the very open approach of the business which means that Chris and the team spend a lot of time communicating personally with our customers – many of whom have become friends.

As the owner of a Christopher Ward watch, if ever you need to get hold of us we are at your service. We have listed some useful contact details on the back cover.

There is also always something new going on at our website at **www.christopherward.co.uk** and, if you haven't already discovered the independent forum dedicated to our brand at **www.christopherwardforum.com** we would recommend a visit. Informative and fun, it's a great place to hear the unexpurgated view of Christopher Ward.



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