

W11 AMELIA

OWNER'S HANDBOOK

CHR. WARD
LONDON

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 luxury 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.

A handwritten signature in black ink that reads "Chris". The letters are fluid and cursive, with a large initial "C" and a small dot above the "i".

Christopher Ward



THE CW360 WATCH CARE PROGRAMME

Your W11 Amelia watch is constructed from the finest components and materials available including one of Switzerland's finest quartz 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 which we term the CW360 Watch care Programme. It's designed to deliver you complete peace of mind and the best support possible throughout the lifetime of your ownership and has three key elements, namely:

1. 60 DAY **FREE** RETURNS

Our success depends on you being completely happy with your new Christopher Ward watch. If for any reason you aren't, you have up to **60 Days** to return your watch, **absolutely free of charge**, and receive a replacement or full refund by return - and without any quibbles from us!

2. **FREE** 5 YEAR 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 the peak of condition. (We recommend that whenever your quartz battery needs changing you consider having the watch serviced at the same time to keep it in perfect working order.)

3. **SERVICING & 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 pretty much 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.

Visit our website for more details about the CW360 Watch Care Programme.

And here's a few tips to help keep your watch working perfectly...

- Thoroughly rinse your watch in fresh water after immersion in salt water.
- Always ensure the crown is fully tightened before use in water.
- Always adhere to the water resistance rating of your watch which you will find later in this handbook.
- Your watch is shock resistant to minor impacts but dropping from height onto a hard surface may damage the movement.



THE W11 AMELIA

FEATURES

Swiss made

Analogue quartz movement

Mercury free long-life battery

Hand-finished marine-grade stainless steel

Optic white, rubber-touch one-piece dial

Deep-etched back plate engraving

Unique engraved serial number

Italian calf leather strap

Museum grade sapphire crystal with AR08 anti-reflective coating

TECHNICAL DATA

Diameter: 38.8mm x 36mm

Height: 8.3mm

Calibre: Ronda 703.3

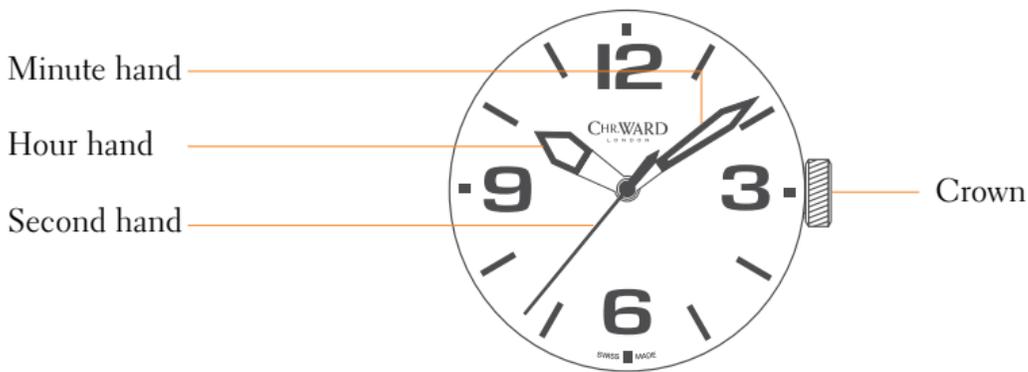
Case: 316L stainless steel

Water resistance: 10 atm / 100 metres

Strap: 19mm Italian calf leather

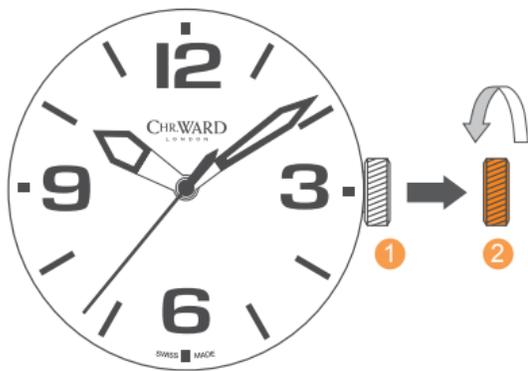
Dial: Optic white

DESCRIPTION OF THE DISPLAY AND CONTROL BUTTONS



SETTING THE TIME

- Pull gently into position 2. 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.
- Push the crown back into position 1 until flush with the case.





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 hosepipe usage.



5 ATM (50 METRES)

Water resistant to most household shower units.



10 ATM (100 METRES)

Safe to use while snorkelling in open water.



30 ATM (300 METRES)

Ideal for experienced divers and those practising scuba-diving.



50 ATM (500 METRES)

Professional divers, experiencing prolonged exposure underwater.



100 ATM (1000 METRES)

Professional deep sea diving.

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 watersports 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.

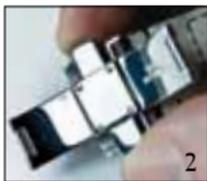
For these reasons, the water resistance rating of your watch (as shown) **should only ever be considered a guideline** and we strongly recommend they are always adhered to.

STRAPS & BRACELETS

As you would expect, we place as much emphasis on the quality of our straps and bracelets as we do our watches. We only use the finest leathers for our straps and our premium alligator straps are all ethically sourced from CITES approved farms in Louisiana. Similarly, we only use the finest metals in the construction of our bracelets, all of which are precision engineered for durability, efficiency and comfort.

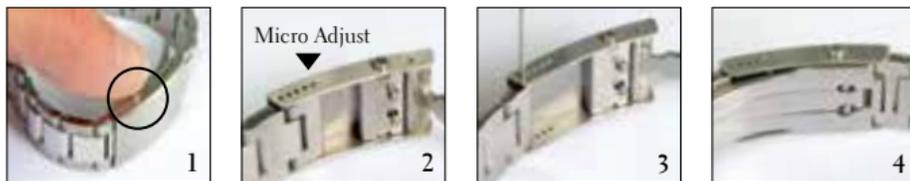
The following guidelines explain how easy it is to use and adjust your Christopher Ward strap or bracelet:

LEATHER STRAP WITH EASY RELEASE BUTTERFLY CLASP



- Step 1 Locate the clasp
- Step 2 Press the quick-release
- Step 3 Pull open the clasp
- Step 4 Locate the opening
- Step 5 Thread strap through
- Step 6 Secure the strap
- Step 7 Close the clasp
- Step 8 Complete

BRACELET WITH MICRO-ADJUSTMENT



- Step 1** Press to release
- Step 2** Expand adjustment
- Step 3** Adjust pin position
- Step 4** Close the clasp

DIVER'S EXTENSION (WHERE APPLICABLE)



- Step 1** Press to release
- Step 2** Expand adjustment
- Step 3** Adjust pin position
- Step 4** Close the clasp

QUICK-RELEASE PINS (WHERE APPLICABLE)



- Step 1** Locate the release
- Step 2** Drag button back
- Step 3** Detach strap
- Step 4** Align holes to click a new strap in position

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 of London!

CHR. WARD

L O N D O N

HEAD OFFICE

Christopher Ward (London) Limited, 1 Park Street, Maidenhead, Berkshire SL6 1SL United Kingdom
+44 (0)1628 763040

CUSTOMER SERVICES

+44 (0)844 875 1515 (United Kingdom) or 1.877.226.8224 (United States of America)
customerservices@christopherward.co.uk
technical@christopherward.co.uk

WEBSITE

www.christopherward.co.uk (United Kingdom)
www.christopherward-usa.com (United States of America)