

THE C11 MSL COLLECTION

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.



Christopher Ward

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C11 MSL COLLECTION

The clean image of a modern jet's altimeter has been the primary inspiration for the C11 MSL Collection. The result is one of the most attractive conversions from an altimeter to a wristwatch.

Both the automatic and chronograph versions are based on a completely new case design that places a circular dial in a case which has its facets smoothed off and decorated with vertical brushing. Four screws suggest the dial's original location on a cockpit's instrument panel.

The chronograph version of the C11 MSL gains split-second and stop watch functionality but loses none of the striking boldness and sharp clarity of the automatic version.





TECHNICAL INFORMATION

FEATURES

- Swiss made
- *25 or 26 jewel Swiss mechanical movement
- Self winding (automatic)
- Date indicator
- Convex sapphire crystal with anti-reflective coating
- Water resistant to 5 ATM
- 38 hours power reserve
- Incabloc™ anti-shock system
- Hand polished stainless steel case with unique serial number
- Adjustable Italian leather strap

TECHNICAL INFORMATION

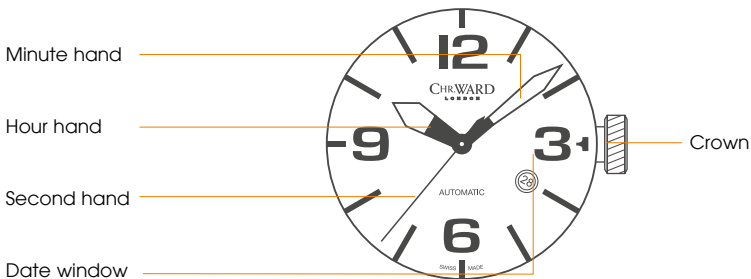
Diameter:	42mm
Height:	10.8mm
Weight:	105g
Calibre:	*ETA 2824-2 or Sellita SW200-1
Case:	316L stainless steel
Vibrations:	28,800 per hour (4 Hz)
Accuracy:	+20 / -10 seconds per day
Water Resistance:	5 ATM (50 metres)
Strap:	22mm



DISPLAY AND CONTROL BUTTONS

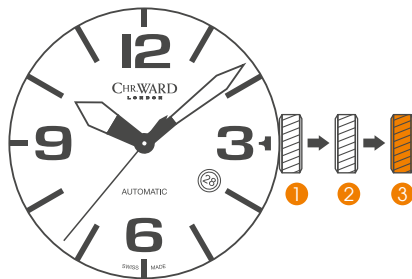
The C11 MSL Automatic has a maximum power reserve of 38 hours when fully wound. To re-power the watch after a period of non-use, simply wind the crown in approximately

(a minimum) of 20 revolutions. Normal wearing will very quickly allow the rotor to start re-powering the watch over time after putting it on your wrist.



SETTING THE TIME/DATE

- Position ① is for winding in power. Wind in a clockwise direction to re-power the watch.
- Pull gently into position ②. For rapid date correction, turn in a 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: The date cannot be changed during the date changing phase between 21.00 hrs and 02.00 hrs as the watch gearing will already be aligning itself to change the date. The crown should always be screwed in after adjustment, and it is best to do so from position ③ to avoid advancing beyond the desired date.

TECHNICAL INFORMATION

FEATURES

- Swiss made
- 13 jewel Swiss quartz movement
- Multi-function chronograph
- Date indicator
- Convex sapphire crystal with anti-reflective coating
- Water resistant to 5 ATM
- Adjustable quick-release butterfly clasp
- Unique serial number
- Sunken chronographic dials with split second stopwatch function

TECHNICAL INFORMATION

Diameter:	42mm
Height:	10.8mm
Weight:	102g
Calibre:	Ronda 5030.D
Case:	316L stainless steel
Water Resistance:	5 ATM (50 metres)
Strap:	22mm leather strap



DISPLAY AND CONTROL BUTTONS

DISPLAY ELEMENTS

Minute hand

Second counter

Hour hand

Minute counter

Centre stop-second

Hour counter

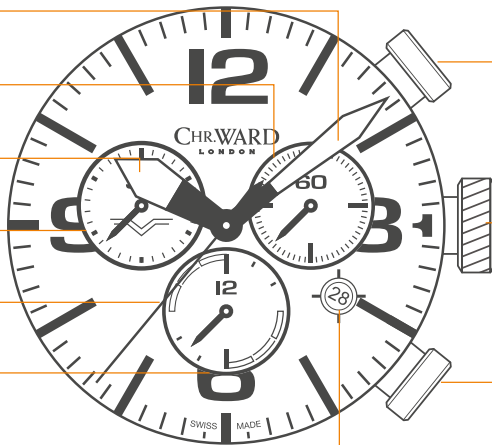
Date window

CONTROL BUTTONS

Push-button A

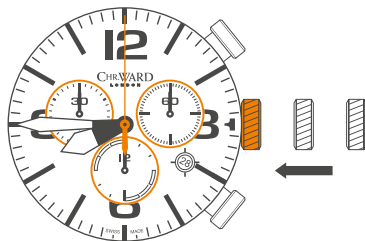
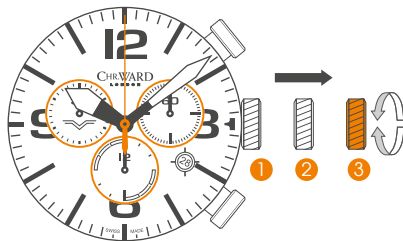
Crown

Push-button B



SETTING THE TIME

- Pull out the crown to position **3** (the watch stops).
- Turn the crown until you reach the correct time e.g. **08.45 hr.**
- Push the crown back into position **1**. The crown should fit flush to the case.

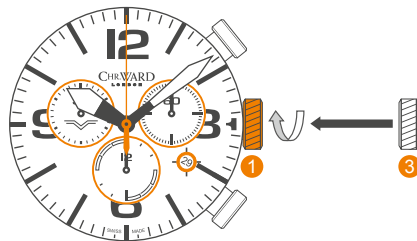
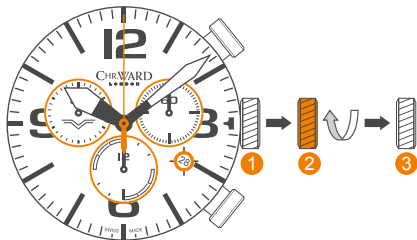


SETTING DATE (QUICK MODE)

- Pull out the crown to position **2** (the watch continues to run).
- Turn the crown clockwise until the correct date appears.
- Pull the crown to position **3**.

Push the crown back into position **1** until flush with the case.

PLEASE NOTE: The date cannot be changed during the date changing phase between 21.00 hrs and 02.00 hrs as the watch gearing will already be aligning itself to change the date. The crown should always be screwed in after adjustment, and it is best to do so from position **3** to avoid advancing beyond the desired date.



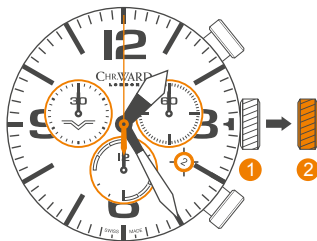
SETTING THE DATE/TIME

Example:

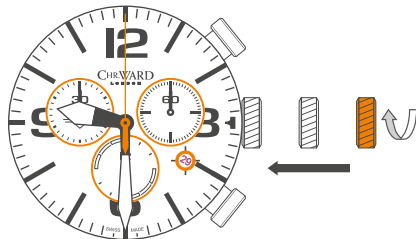
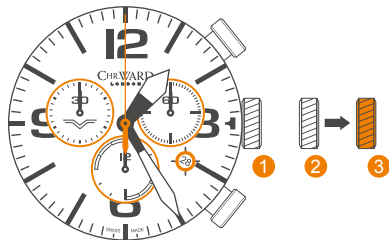
Date / time on the watch: **2nd** / 01.25 hr

Present date / time: **29th** / 21.30 hr

- Pull out the crown to position **2** (the watch continues to run).
- Turn the crown clockwise until yesterday's date appears ie. **28th**.



- Pull out the crown to position **3** (the watch stops).
- Turn the crown clockwise until the correct date i.e. 29th appears (after passing through midnight).
- Continue to turn the crown until the correct time 21.30 hr appears.
- Push the crown back into position **1** until flush with the case.



CHRONOGRAPH FUNCTIONS:

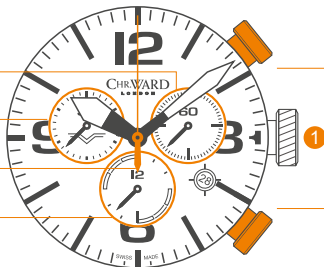
DISPLAY ELEMENTS

Second counter

Minute counter

Centre stop-second

Hour counter



CONTROL BUTTONS

Push-button A
(Start / Stop)

Push-button B
(Reset)

- The **minute counter** measures 30 minutes per rotation.
- The **centre stop-second** measures 60 seconds per rotation.
- The **hour counter** measures 12 hours per rotation.

PLEASE NOTE: Before using the chronograph functions, please ensure that:

- The crown is in position **1** (screwed in).
- The 3 chronograph hands are at zero position following activation of **push-button B**.

Should this not be the case, the positions of the hands must be adjusted (see the chapter entitled 'Adjusting the chronograph hands to zero position').

BASIC FUNCTIONS

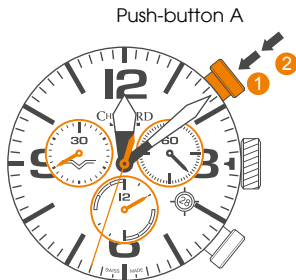
(START / STOP / RESET)

Example:

- 1 **Start:** Press push-button **A**.
- 2 **Stop:** to stop the timing, press push-button **A** once more and read the 3 chronograph counters: 2 hours / 20 mins / 33 secs.
- 3 **Zero positioning:**
Press push-button **B**.
(The 3 chronograph hands will be reset to their zero positions).

Example of use:

Timing a runner over 20km.




Christopher Ward
LONDON



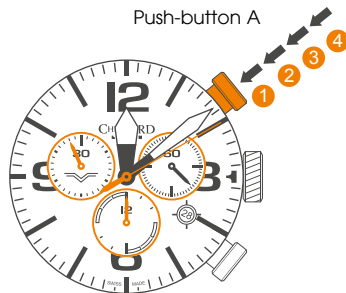
ACCUMULATED TIMING

Example:

- ➊ **Start:** (start timing).
- ➋ **Stop:** (e.g. 15 min 5 sec following ➊).
- ➌ **Restart:** (timing is resumed).
- ➍ **Stop:** (e.g. 13 min 5 sec following ➋).
= 28 min 10 sec (accumulated measured time is shown)
- ➎ **Reset:** The 3 chronograph hands are returned to their zero positions.
- ➏ **Repeat:** as necessary.

Example of use:

Overall time to complete a journey less the coffee breaks.



INTERMEDIATE OR INTERVAL TIMING

Example:

1 **Start:** (start timing).

2 **Display interval:**
e.g. 10 minutes 10 seconds (timing continues in the background).

* 3 **Making up the measured time:**
(the 3 chronograph hands are quickly advanced to the ongoing measured time).

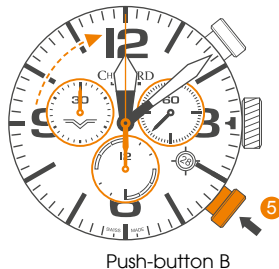
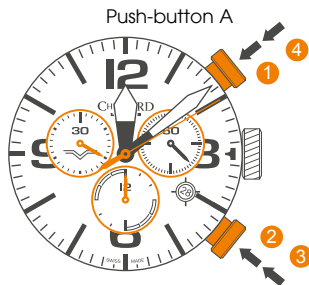
4 **Stop:** (final time is displayed).

5 **Reset:** The 3 chronograph hands are returned to their zero positions.

Please note:

* Following 3, further intervals or intermediates can be displayed by pressing **push-button B**.

Example of use: 4 x 100m relay.

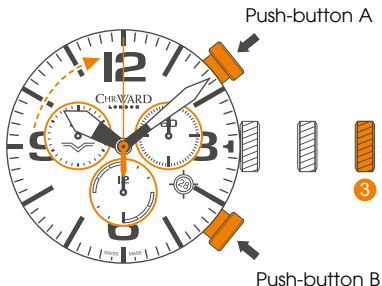
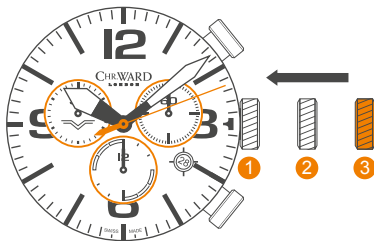


ADJUSTING CHRONOGRAPH HANDS TO ZERO POSITION

Example:

One or several chronograph hands are not in their correct zero positions and have to be adjusted (e.g. following a battery change).

- Pull out the crown to position **3** (all three chronograph hands are in their correct or incorrect zero position).
- Keep push-buttons **A** and **B** depressed **simultaneously** for at least 2 seconds (the centre stop-second rotates by 360° → corrective mode is activated).



ADJUSTING CHRONOGRAPH HANDS TO ZERO POSITION

Adjusting the centre stop second

Single step	A	1 x short
Continuous	A	long

When correct press button **B** to set.
Corrective mode for the 1/10 second counter is now activated.

Adjusting the 1/10 second counter hand (position 6h)

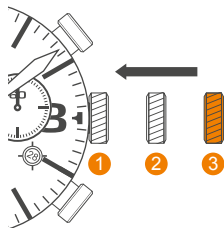
Single step	A	1 x short
Continuous	A	long

When correct press button **B** to set. **Corrective mode for the minute counter is now activated.**

Adjusting the minute counter (position 9h)

Single step	A	1 x short
Continuous	A	long

- Return the crown to **position 1** (flush with the case).
- Termination of the chronograph hands adjustment can be carried out at any time.





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.



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)

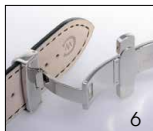
Professional deep sea diving.

STRAPS AND 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.

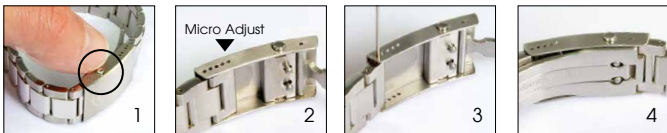
Similarly, we only use the finest metals in the construction of our bracelets, all of which are precision engineered for durability, efficiency and comfort. The following guidelines explain how easy it is to use and adjust your Christopher Ward strap or bracelet.

LEATHER STRAP WITH EASY RELEASE BUTTERFLY CLASP



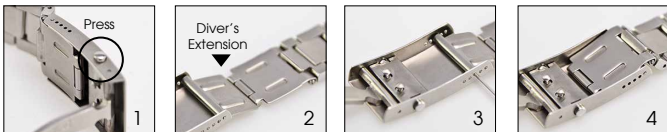
1. Locate the clasp
2. Press the quick-release
3. Pull open the clasp
4. Locate the opening
5. Thread strap through
6. Secure the strap
7. Close the clasp
8. Complete

BRACELET WITH MICRO-ADJUSTMENT



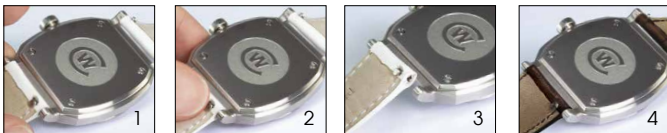
1. Press to release
2. Expand adjustment
3. Adjust pin position
4. Close the clasp

DIVER'S EXTENSION (WHERE APPLICABLE)



1. Press to release
2. Expand adjustment
3. Adjust pin position
4. Close the clasp

QUICK-RELEASE PINS (WHERE APPLICABLE)



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

THE CW360 WATCH CARE PROGRAMME

Your watch is constructed from the finest components and materials available including one of Switzerland's finest quartz/automatic 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.

Christopher Ward's CW360 Watch Care Programme is designed to deliver you complete peace of mind and the best support possible throughout the lifetime of your ownership. The programme has three key elements:

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

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

CERTIFICATE OF AUTHENTICITY

MODEL

SERIAL NUMBER

DATE

CHECKED

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CHR. WARD

L O N D O N

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