

C7 BLUEBIRD – Limited Edition

OWNER'S HANDBOOK

CHR. WARD
L O N D O N

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, appearing to read 'Chris', with a stylized flourish at the end.

Christopher Ward

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THE BLUEBIRD STORY

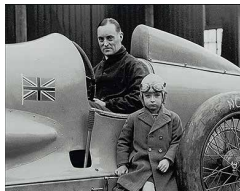
100 years ago, Sir Malcolm Campbell went to see Maurice Maeterlinck's play, 'The Blue Bird', at the Theatre Royal Haymarket, in London, and the problem of what to call his racing car was immediately solved and the Bluebird legend was born.

Malcolm Campbell started racing seriously in 1912, the year he re-named his car Blue Bird. Between 1924 and 1935, the adventurer set nine land speed records in various Bluebirds. In 1924 at Pendine Sands near Carmarthen Bay he took his 350HP V12 Sunbeam to 146.16mph (235.22 km/h). Eleven years later at the Bonneville Salt Flats in Utah, Campbell became the first person to drive an automobile over 300 mph, averaging 301.337 mph (484.955 km/h) in two passes.



Above; Malcolm Campbell in his supercharged 26.9-litre Napier powered Bluebird which reached 246mph in 1931.

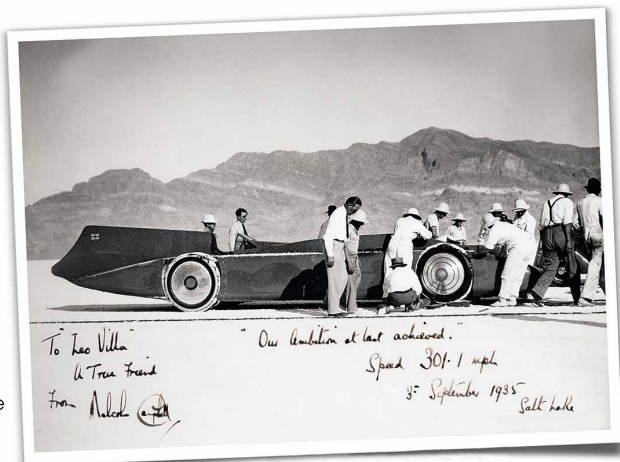
Right; Sir Malcolm and a young Donald with the 1927 Bluebird.



Breaching the 300mph threshold proved to be Sir Malcolm's last record breaking achievement on land and the drama of the achievement has passed into legend. The image of the huge blue car standing in such an alien landscape remains striking and memorable.

Sir Malcolm went on to set many speed records on water.

Donald Campbell was a British speed record breaker who broke eight world speed records in the 1950s and 1960s. In 1964, he became the only person ever to hold both the land and water speed records in the same year.



Above; The supercharged Rolls-Royce V12 36.5-litre Bluebird at Bonneville Salt Flats in Utah, 1935.



Above: The Campbell-Norris-Proteus CN7 Bluebird is prepared on Lake Eyre, Australia, in 1964. Donald Campbell hit 403mph, a new world record. Above right; Donald smiling at Coniston, where he was killed in 1967. Right; Bluebird K7 on Coniston Water on 4th January 1967 just before the fatal crash.



Donald was tragically killed in 1967 when his boat, Bluebird K7, overturned during his attempt to break the 300mph barrier on Coniston Water.

For more than 50 years, from the 1910s to the mid-1960s, the Campbells' astonishing series of world records underlined the technical expertise of British engineering and the courage of British adventurers. Between them, Donald Campbell and his father had set eleven speed records on water and ten on land.

Gina Campbell, Donald's daughter, continued the family tradition in the 1980s and 1990s, especially on water. Gina still gets hold of a boat's throttle these days, while on land the torch is carried by her cousin, Don Wales, whose mother, Jean, was Donald's sister.

Don and Gina are aiming at new records with, typically, the most sophisticated up-to-date technology. But this time it is electric power, not diesel fuel or jet engines, that will propel the latest Bluebird models.

CAMPBELL WORLD LAND SPEED RECORDS

23rd June, 1923 137.72 mph

Sunbeam Malcolm Campbell, Fano, Italy. Speed was not recognized because the AIACR did not approve timing apparatus

19th June, 1924 138.08 mph

Sunbeam Malcolm Campbell, Saltburn Sands, England. Speed was not recognized hand-held stopwatches used instead of the electrical timing apparatus

25th September, 1924 146.16 mph

Sunbeam Malcolm Campbell, Pendine Sands, Wales

21st July, 1925 150.76 mph

Campbell-Napier Malcolm Campbell, Pendine Sands, Wales

4th February, 1927 174.88 mph

Campbell-Napier Malcolm Campbell, Pendine Sands, Wales

19th February, 1928 206.95 mph

Campbell-Napier Malcolm Campbell, Daytona Beach

5th February, 1931 246.09 mph

Campbell-Napier-Railton Sir Malcolm Campbell, Daytona Beach

24th February, 1932 253.97 mph

Campbell-Napier-Railton Sir Malcolm Campbell, Daytona Beach

22nd February, 1933 272.46 mph

Campbell-Railton-Rolls Royce Sir Malcolm Campbell, Daytona Beach

7th March, 1935 276.82 mph

Campbell-Railton-Rolls Royce Sir Malcolm Campbell, Bonneville, USA

3rd September, 1935 301.13 mph

Campbell-Railton-Rolls Royce Sir Malcolm Campbell, Bonneville, USA

17th July, 1964 403.10 mph

Campbell-Norris-Proteus CN7 Donald Campbell, Lake Eyre, Australia

WORLD WATER SPEED RECORDS

1st September, 1937 126.33 mph

Bluebird K3 Sir Malcolm Campbell, Lake Maggiore, Switzerland

2nd September, 1937 129.56 mph

Bluebird K3 Sir Malcolm Campbell, Lake Maggiore, Switzerland

17th September, 1938 130.93 mph

Bluebird K3 Sir Malcolm Campbell, Lake Hallwyl, Switzerland

19th August, 1939 141.74 mph

Blue Bird K4 Sir Malcolm Campbell, Coniston Water, England

23rd July, 1955 202.32 mph

Bluebird K7 Donald Campbell, Ullswater, England

16th November, 1955 216.20 mph

Bluebird K7 Donald Campbell Lake Mead, Nevada

20th September, 1956 225.63 mph

Bluebird K7 Donald Campbell, Coniston Water, England

7th November, 1957 239.07 mph

Bluebird K7 Donald Campbell, Coniston Water, England

10th November, 1958 248.62 mph

Bluebird K7 Donald Campbell, Coniston Water, England

14th May, 1959 260.35 mph

Bluebird K7 Donald Campbell, Coniston Water, England

31st December, 1964 276.33 mph

Bluebird K7 Donald Campbell, Lake Dumbleyung, Australia

CHRISTOPHER WARD AND BLUEBIRD

When the Bluebird Speed Records team approached us to become their Official Timing Partner for future speed record attempts it was an easy decision.

We were incredibly impressed with the teams vision for developing high performance, eco-friendly vehicles, using the speed records as the (very) hot house for leading-edge new technologies, but our collective knowledge and personal memories of the Bluebird history proved a decisive calling card. As Mike France, one of the Christopher Ward Co-founders puts it; "Donald Campbell's death in 1967 was a 'JFK' moment for me and many of my generation. He was a real-life 'boy's own' hero and the prospect of being involved with the current generation of the Bluebird legend was just too marvellous an opportunity to miss."

As well as being responsible for the timing of the record attempts, a huge responsibility and source of pride for all at CW, this new partnership allows us to create unique timepieces to celebrate the history and achievements associated with the iconic Bluebird marque.

The C7 Bluebird Limited Edition needed to be a very special watch. We believe it is and that you are now the owner of a new icon that beautifully marks "more than 100 years of breaking records".



Aggreko are proud to support
Bluebird on this record attempt

www.aggreko.com

AGGREKO
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Don Wales and Chris Ward size up
the latest Bluebird prototype.

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7

TECHNICAL INFORMATION

FEATURES

- Swiss Made
- Limited Edition to 1912 pieces
- Quartz chronograph movement
- 1/10ths second split timing
- 316L stainless steel case
- Tachymeter
- Special back plate engraving
- Unique engraved serial number
- 10 ATM water resistance
- Screw-in crown and back plate
- Anti-reflective sapphire crystal
- SuperLuminova™ hands and indexes
- Bluebird blue dial and bezel
- Enamelled Bluebird in crown

TECHNICAL INFORMATION

Diameter:	42mm
Height:	10.7mm
Calibre:	Ronda 3540.D
Water Resistance:	10 ATM (100 metres)
Strap:	22mm black leather (or bracelet or rubber strap)
Dial Colour:	Bluebird Blue



BACKPLATE DETAIL

The backplate reflects the profile of Bluebird's original aerodynamic wheel. The greatest care has been taken to ensure that this unusual back is comfortable to wear. The outer edge and the edge of the innermost circle are treated with a "fingerprint-free" IPK finish to reflect the Bluebird's tyres.

OPERATING INSTRUCTIONS

CHR. WARD
LONDON



LIMITED EDITION
CHRONOGRAPH

DISPLAY AND CONTROL BUTTONS

DISPLAY ELEMENTS

Minute Hand

Tenths counter

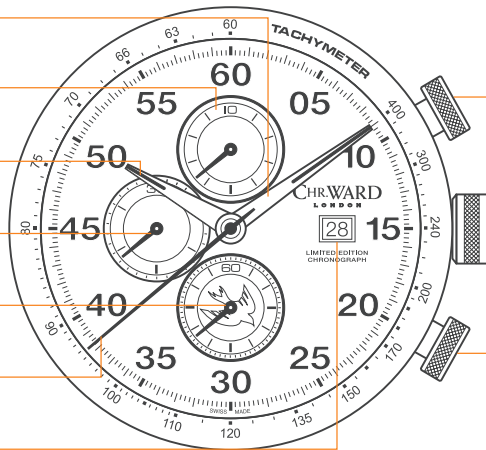
Hour hand

Minutes counter

Seconds hand

Centre stop-second

Date Window



CONTROL BUTTONS

Push-button A

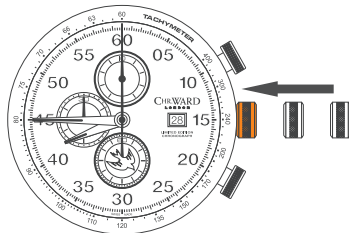
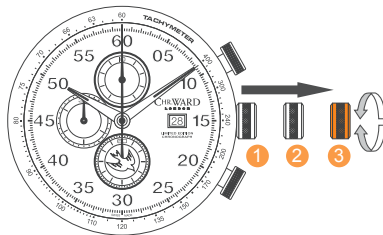
Crown

Push-button B

SETTING THE TIME

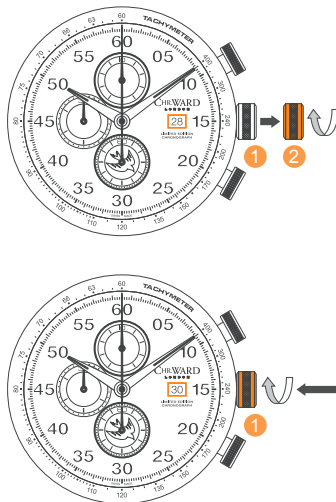
For a superior water resistance your crown is of the screw-in type. To get to position **1** turn the crown anti-clockwise until it releases itself.

- 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** and screw the crown in a clockwise direction in order to maintain water resistance. The crown should sit flush to the case.



SETTING DATE (QUICK MODE)

- Pull out the crown to position **2** (the watch continues to run).
- Turn the crown anti-clockwise until the correct date appears.
- Push the crown back into position **1** until flush with the case and screw in.



CHRONOGRAPH FUNCTIONS:

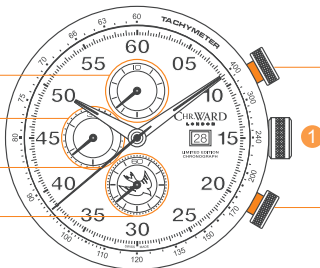
DISPLAY ELEMENTS

Tenths

Minutes

Centre stop-second

Seconds



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 **1/10 second counter** measures 1 second per rotation.

NOTE: The Tenths hand stops rotating after 30 seconds, to save power, but will still display the correct Tenth's position when the control button is pressed

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.

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

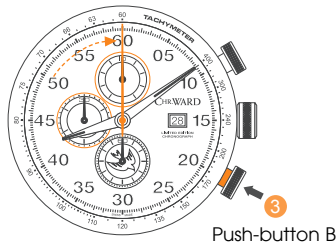
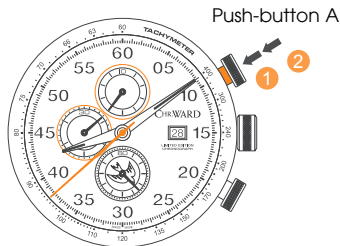
(START / STOP / RESET)

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: 4 min / 38 sec / 7/10 sec.
- 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 100m.



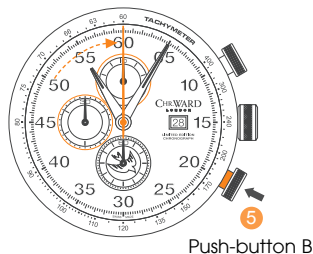
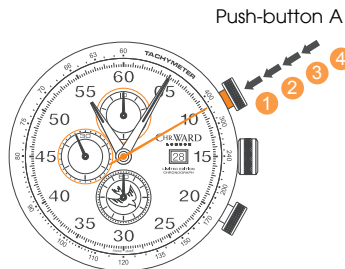
ACCUMULATED TIMING

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 ➌).
= 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

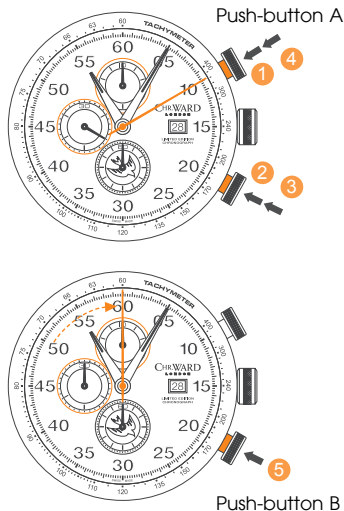
Example:

- ➊ **Start:** (start timing).
- ➋ **Display interval:**
e.g. 10 minutes 10 seconds (timing continues in the background).
- * ➌ **Making up the measured time:**
(the 3 chronograph hands are quickly advanced to the ongoing measured time).
- ➍ **Stop:** (final time is displayed).
- ➎ **Reset:** The 3 chronograph hands are returned to their zero positions.

Please note:

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

Example of use: 4 x 100m relay.

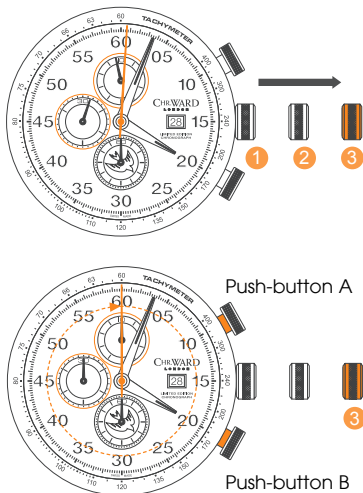


ADJUSTING CHRONOGRAPH HANDS TO ZERO POSITION

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).



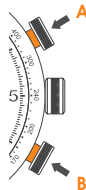
ADJUSTING CHRONOGRAPH HANDS TO ZERO POSITION

Adjusting the centre stop second

Single step	A	1 x short
Continuous	A	long

When correct press button B to set.

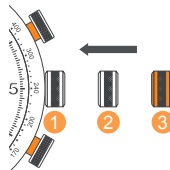
Corrective mode for the 1/10 second counter is now activated.



Adjusting the 1/10 second counter hand (position 12h)

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

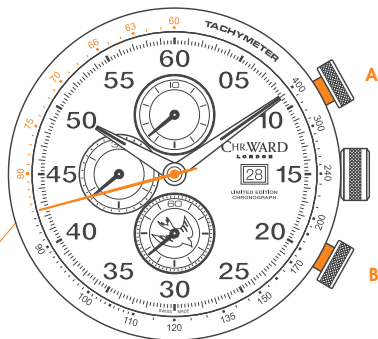
- Return the crown to **position 1** (flush with the case).
- Termination of the chronograph hands adjustment can be carried out at any time.

USING THE TACHYMETRIC SCALE TO CALCULATE SPEED

Example: calculating the speed of a race car over the course of a mile.

Record the time the race car takes to cover a known distance of 1 mile. Read off the speed on the tachymetric scale indicated by the central seconds hand. In this case, the race car is travelling at 85mph.

Tachymetric Scale







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 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.

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.

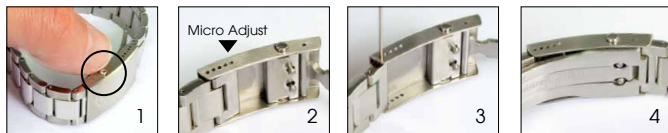
Similarly, we only use the finest metals in the construction of our bracelets, all of which are precision engineered for durability, efficiency and comfort. The following guidelines explain how easy it is to use and adjust your Christopher Ward strap or bracelet.

LEATHER STRAP WITH EASY RELEASE BUTTERFLY CLASP



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



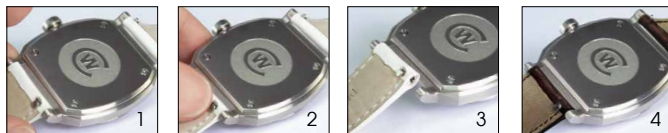
1. Press to release
2. Expand adjustment
3. Adjust pin position
4. Close the clasp

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

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!

THE CW360 WATCH CARE PROGRAMME

Your 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.

CHR. WARD
L O N D O N

CERTIFICATE OF AUTHENTICITY

MODEL

SERIAL NUMBER

DATE

CHECKED

christopherward.co.uk

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L O N D O N

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