

The Dixie Dean Chronometer

Owner's Handbook



Time on your side

Your Christopher Ward watch has been designed in England and built by hand in Switzerland by highly talented craftspeople. This ensures not only accurate and precise timekeeping, but also brings a real pride of ownership that only watches of the highest quality standards can hope to deliver.

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

Mike France
CEO & co-founder



The Dixie Dean Chronometer

Congratulations on the purchase of your Dixie Dean Chronometer: a fitting horological tribute to Everton's William Ralph 'Dixie' Dean.

The greatest centre forward of his day, in the 1927-28 season, Dixie scored a remarkable 60 league goals for Everton – still a record for English football's top flight. A tale that is told on your beautiful new timepiece.

Limited to 60 pieces, the watch carries a steel plate on the royal-blue dial displaying a particular goal from the 1927-28 season. Turn the piece over, and you'll see the marine-grade steel case back has been engraved with Everton's badge from the season: plus the date and time (and opponent) of Dixie's goal.

The Dixie Dean Chronometer is also a powerful timing instrument. Its Sellita SW510 BHa 'bicompa' automatic movement provides stopwatch functionality and ultra-precise timekeeping, while boasting a power reserve of 48 hours.

And best of all, profits from its sale will be donated to Everton in the Community, the Blues' own charity. We're sure Dixie would have approved of this.

Thank you for your purchase. We hope you love wearing it for years to come.

Features

- Swiss made
- Limited edition of 60 pieces
- 27 jewel self-winding mechanical chronograph
- Soccer time chronograph subdial at 3 o'clock
- Unique goal number dial plaque
- 48-hour power reserve
- Unidirectional aluminium commemorative soccer timing bezel
- Twin-flag engraving over 'Colimaçoné' finish on the rotor
- Brushed and polished marine-grade stainless steel case
- Embossed screw-down crown and screw-down pushers
- Screw-down deep-stamped caseback with bespoke goal information engraving
- Unique engraved serial number
- Unidirectional aluminium bezel
- 'Glass box' sapphire crystal
- Everton royal blue sunray finish dial with printed minute markers
- Super-LumiNova® Grade X1 GL C1 hands and indexes
- Polished indexes
- Hour, minute, small second and date calendar with 60 seconds and 30 minutes chronograph indication

Technical Information

Calibre	Sellita SW510 BH b COSC
Case	Stainless steel
Diameter	41mm
Height	15mm
Weight	83g
Water resistance	15 ATM (150 metres)
Vibrations	28,800 per hour (4 Hz)
Timing tolerance	-4/+6 seconds per day
Lug to lug	47.1mm
Strap width	22mm



Setting the time and date

For a superior water resistance your crown is of the screw-down type. The crown should sit flush to the case (position **1**) in order to maintain water resistance.

- First unscrew the crown anti-clockwise from the case to position **2** for winding in power. Wind in a clockwise direction to re-power the watch. Your Dixie Dean Chronometer has a maximum power reserve of 48 hours when fully wound.
- Pull gently into position **3** for handsetting and stopping of the seconds hand. For precise time setting it is recommended to pass beyond the desired minute and to set the hand backwards.



1. Crown screw-down position
2. Unscrewed position/manual winding
3. Time setting

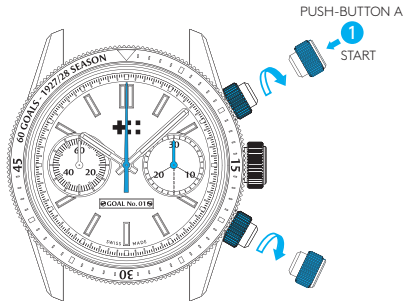


Using the chronograph

START

First unscrew the pushers anti-clockwise from the case for starting, stopping, restarting and resetting the timing mode.

Press push-button **A** to start timing.



STOP

To stop the timing, press push-button **A** once more and read the 2 chronograph counters, for example: 3 mins / 34 seconds.

PLEASE NOTE: Before starting the chronograph, reset the chronograph hands to their original position. See the reset section to set the counters to zero.



How to operate your Dixie Dean Chronometer

RESTART/STOP

To restart the timing, press push-button **A** again (timing is resumed).

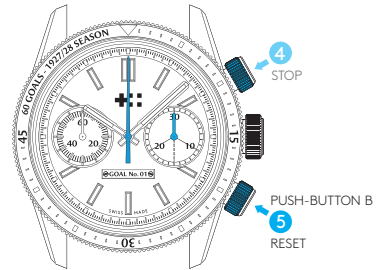
To stop timing press push-button **A** and read the two chronograph counters: 10 mins / 34 seconds.



RESET

To reset the timing, press push-button **B** (The two chronograph hands will be reset to their zero positions).

PLEASE NOTE: Do not operate the chronograph pushers under water in order to prevent water entering the mechanism. Ensure pushers are screwed flush to case.



Timing a football match

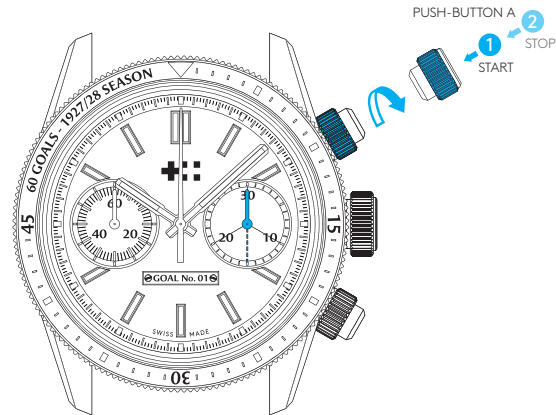
Using the bezel to measure game duration

To time half of a football match, turn the bezel so that the bezel marker aligns with the time the half will start, in this example the start time is 10.10am. Use the minute hand to track how long has elapsed in that half.



Using the chronograph function to measure game duration

Alternatively, the chronograph function can be used. When the half starts, unscrew pusher **A** anti-clockwise from the case. Engage the chronograph function using push-button **A**. Then, use the subdial at 3 o'clock to track the elapsed time. When the hand has made one and a half revolutions – and reaches the dotted line – 45 minutes have elapsed. To stop the timing, press push-button **A**.







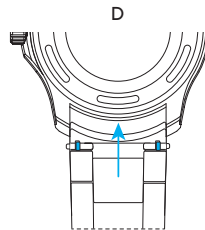
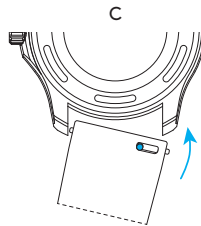
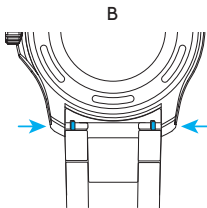
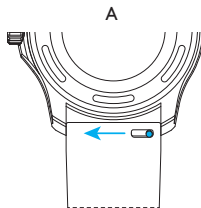
Straps and bracelets

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 materials in our straps, with quick-release pins also included for your convenience.

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

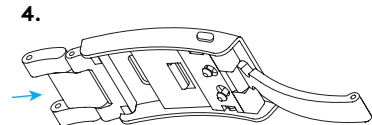
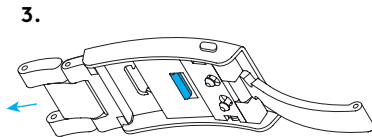
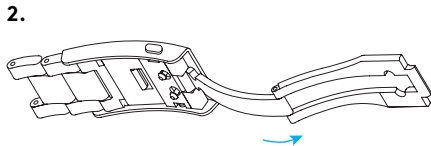
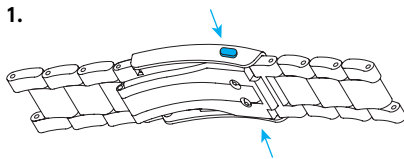
Using the quick-release pins on your strap/bracelet

1. Locate the quick-release pin (or pins) on your strap (A) or bracelet (B). Pull the pin(s) inwards to detach.
2. To reattach your strap (C) or bracelet (D), pull the pin(s) inwards, and align the spring bars so that they click securely into the lug holes on each side.



How to use the micro adjustment on your bracelet

1. Press buttons to release.
2. Pull open the clasp.
3. There are five micro adjustment positions, which allows for a maximum extension of 8.4mm. To extend, pull the lever to unlock and simultaneously pull on the bracelet into the desired position.
4. To shorten, simply push the bracelet back into the clasp.



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

**15 ATM (150 metres)**

Safe to use while snorkelling in open water

**100 ATM (1000 metres)**

Professional deep sea diving

**3 ATM (30 metres)**

Washing your car and/or general hose pipe usage

**30 ATM (300 metres)**

Ideal for experienced divers and those practising scuba-diving

**5 ATM (50 metres)**

Water resistant to most household shower units

**60 ATM (600 metres)**

Professional divers, experiencing prolonged exposure underwater

60|60 Guarantee

Your watch is constructed from the finest components and powered by a Swiss mechanical movement. As with all quality watches, with the right care and attention, your new timepiece has the potential to become an heirloom, giving joy to future generations.

It's for this reason we've created an industry-leading approach to after-sales care, starting with our famous 60|60 Guarantee – the most comprehensive warranty in watchmaking.

60-day free returns

We hope you'll be happy with your watch from the moment it arrives. However, if that's not the case you have 60 days to return it in perfect, unused condition (with all its accompanying paperwork) in order to receive a replacement or full refund.

60-month movement guarantee

Your watch is powered by a precision-engineered Swiss movement. In the rare event that your movement develops a fault within five years we'll repair it for free under warranty. Your watch will need to be sent to us for a full diagnosis before processing a repair under warranty. We will always keep you informed before carrying out any work.

Service and repairs: the Christopher Ward way

Our approach to service and repairs is about uncompromised quality and great value for money. The process, led by our expert technicians, won't cost the earth and will have the watch back on your wrist in reasonable time. We recommend you service your watch every three to four years to keep it in peak condition.

PLEASE NOTE:

The 60|60 Guarantee does not cover accidental damage. Any service or repair by a third-party retailer will void your 60|60 Guarantee. For more details, please visit our website.

Contact us

Keeping in touch with Christopher Ward

From humble beginnings in 2004 (our first workshop was a refurbished chicken shed!) Christopher Ward has won a global following – and can justifiably claim to make the most affordable luxury watches in the world.

For many of our fans, the philosophy of trying to put luxury watches within the reach of everyone, is as smart as the timepieces themselves. This open approach sees co-founders Mike France and

Peter Ellis communicate personally with customers and listen to their feedback. Something that helps us improve our offering to you. As the owner of a Christopher Ward watch, if you ever need to get hold of us we're at your service. And if you'd like to explore the CW world more, you can follow us on social media.



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