



Press release | October 2019

For immediate release



THE WORLD'S MOST ADVANCED CARBON FIBER TIMEPIECE.

The RzR Tecorón is an innovative mechanical timepiece that uses a high tech material for its structure, achieving an extremely lightweight. A challenging technical piece that after four years of R&D, we are going to launch on a crowdfunding campaign —Kickstarter.

RzR TECORÓN — 80% CARBON FIBER, INNOVATION AND AFFORDABLE.

The creation of innovative watches is usually achieved only by big brands with large budgets, resources and high prices. In RzR, we have challenged that with a technical art piece engineered where the **case**, the **bracelet** and even the **clasp** are made of **carbon fiber** at an unbeatable price.

We have spent more than four years researching, developing and testing different technologies to achieve a premium watch that has more than 80% of the whole volume made of carbon fiber, that weighs 44gr and priced at only 1,200€. The complexity of this project was a challenge that we embraced when joining the watch industry. We want to show what we are capable of, as well as our respect for watchmakers and the people around them.

Comparing our timepiece to other models is difficult since all the brands that have full carbon fiber watches are priced over 100.000€. However, the reason why we affirm that ours is the most advanced carbon fiber watch in the world is that no other brand has even the clasp manufactured of this high-tech material. By creating our own path, we have achieved a quality-innovation-cost ratio that is unrivalled.

The secret for such a low price relies on two pillars. One is the technologies that we have developed together with our production partners that allow us to make it more economical, and the second is that the price of our watch is a direct reflection of the cost of production instead of the result of market positioning.

5TH OF NOVEMBER, 2019 — LAUNCH OF THE KICKSTARTER CAMPAIGN

The last prototypes have been worn for almost a year without any issue, and we have everything ready to start manufacturing. Therefore, the launch day has been set for the 5th of November, 2019. Over 30 days, the RzR community will be able to support the project by selecting one or more rewards starting at 828€ (-31% off the retail price) on the Kickstarter campaign with a delivery scheduled for May 2020.



A watch company driven by the necessity of the expression of technical art, at the beginning of a long journey

FOUNDER

Born in the Canary Islands — Spain —, Ricardo Zamora Rojas (28 years old) has a degree in mechanical engineering. After finishing his studies he decided to go to the UK to explore new opportunities. After almost five years — many of them researching and developing the RzR Tecorón — he decided to go back to Tenerife, where because of his resources, the RzR project could run stronger and faster.



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HIGH-RESOLUTION IMAGES: <https://rzrwatches.com/press-and-media>

TECHNICAL SPECIFICATIONS OF THE RzR TECORÓN

Case	Carbon fiber	Movement ring	Carbon fiber
Width	42.9mm*		
Length	49mm	Crown	Carbon fiber and stainless steel
Thickness	10.6mm	Movement	Miyota 90s5
Crystal	Sapphire	Type	Automatic and manual winding
		Jewels	24
Bracelet	Carbon fiber	Vibration frequency	28800 BPH
Width	22mm	Power reserve	42h
Clasp	Carbon fiber		
Strap	Leather	Overall weight	~ 44gr**
Buckle	Carbon fiber	with the carbon fiber bracelet	~ 40gr
Case back	Carbon fiber and sapphire		
Type	Exhibition	*because of the shape it's visually like a 41.5mm	
		**for a 17mm wrist (18 links)	

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