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**THE UR-230 FROM URWERK
THE "EAGLE" HAS LANDED**

URWERK[®]
BY BAUMGARTNER + FREI



THE UR-230 "EAGLE"



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The **URWERK** UR-200 family is taking off to new heights: with its dual variable-geometry turbine, double shock absorber and hybrid winding system, the UR-7.30 calibre unfurls the wings of URWERK's mechanical possibilities. This **UR-230 "Eagle"** also features a physical transformation, including the development of a CTP carbon case fitted with a mobile cover, along with aerodynamic lines, a slimmer profile and the measurements of a bird of prey. The **UR-230 "Eagle"** is a highly sophisticated, highly desirable animal, produced in a limited series of 35.

The 200 collection welcomes a new generation: the **UR-230**. This "Eagle" is distinguished by its exterior, its design and its mechanics. The latest addition to the **URWERK** family, with its satellite display, wandering hours and retrograde minutes hand, has benefited from an engine upgrade and a high-tech makeover: *"It's already been ten years since the success of the UR-220, we wanted to follow up with a creation featuring a strong personality"*, explains **URWERK** co-founder and master watchmaker **Felix Baumgartner**. *"The UR-230 "Eagle" focuses on performance. The turbines, which are one of our URWERK signatures, have been further improved. Today we are unveiling a model whose robustness has been boosted by technology."*

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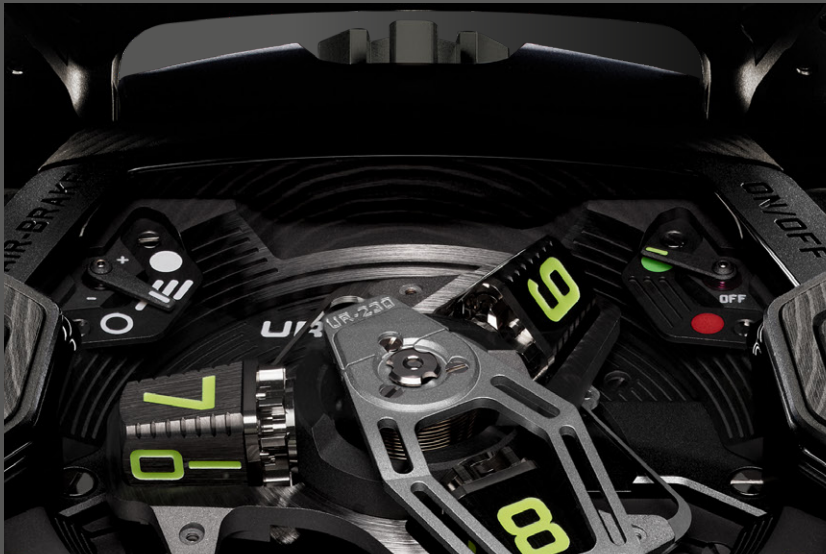
THE UR-230 "EAGLE"



The new **UR-230 "Eagle"** retains the display concept of the UR-220. It is a sophisticated version of the revolving satellite complication that is **URWERK**'s essential signature. On a three-armed carousel, rotating blocks each carry four hours' numerals. They scroll along a 120-degree sector, with the face of the current hour pointing towards the observer. To display the minutes, these hour cubes are trapped in an aluminium 3D retrograde hand. At the end of its 60-minute journey, this skeletonised hand returns to index 0, where it takes charge of the cube displaying the next hour.

Martin Frei, **URWERK** co-founder and artistic director says: "We are proud to present the **UR-230**, the latest addition to our iconic series 200 launched in 2006 – 2007 with the introduction of the UR-201 'Hammerhead'. Since then, our unceasing quest for innovation has led us to rethink this collection while preserving its energy, its strength. We have evolved the concept, the elegance of the predator, but in a different context. We have created 'the Maltese Falcon' and 'the Pilgrim', watches akin to a bird of prey with their powerful retrograde system. Today, we reveal our **UR-230 "Eagle"**. This new **UR-230** features a complex half-hunter case (with protective cover) crafted from finely layered carbon. The **UR-230** is both lightweight and robust. It deserves to bear the name of the king of the skies."

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AIR FLOW

In addition to this time display, the **UR-230 "Eagle"** showcases new functions. **URWERK** has developed a world-first set of shock absorbers designed to protect the new UR-7.30 calibre via turbines. A first set of turbines is dedicated to attenuating the impact of any external shock, thereby guaranteeing the robustness and durability of the watch. A second set controls the flow of air that feeds the winding system. The strength of this "air brake", designed to modulate the winding power according to the wearer's level of activity, is set by a rotating knob on the back of the watch.

A second switch opposite the first serves to entirely disengage the rotor. The **UR-230 "Eagle"** then switches to manual winding mode. The level of adjustment of these two functions is indicated by two symmetrical indicators at 11 and 1 o'clock on the **UR-230** dial.



HEART AND BODY

The **UR-230 "Eagle"** also features the same case design as the UR-200 collection. A trapeze shape with a pronounced elongation towards the 6 o'clock position, a staggered layout around the sapphire apertures, a crown at 12 o'clock and clever management of acute and softened angles: the **UR-230 "Eagle"** asserts its fundamentally **URWERK** nature. Its case is once again made from CTP carbon, the material offering the best weight/stiffness/graphic effect ratio.

Black, light and rigid, this carbon is machined in superimposed layers, pressure-bonded at high temperatures. The resulting block is then worked into the mass, following a pattern that reveals the layers in a regular, controlled geometric pattern. The back is made of grooved and perfectly dermo-compatible black DLC titanium. Inside the case, the **UR-230 "Eagle"** encloses its UR-7.30 calibre in a hermetically sealed container resembling a strongbox.

THE UR-230 "EAGLE"



BEAK AND TALONS

UR-230 "Eagle" features a cover that lifts 90 degrees to reveal the entire satellite system. The purpose of this cover is to protect the sapphire crystal.

"We created a shock-proof protection for the movement and another for the sapphire crystal", explains Felix Baumgartner. "This cover created a whole host of technical difficulties for adjusting and connecting the cover and case designs. The brake system was also tested and adjusted until we were completely satisfied." It too is made from CTP carbon mixed with titanium.

A beak-shaped edge provides a finger grip, enabling it to be lifted. When closing it, a braking device slows its travel so that it rests gently on the sapphire crystal and then clips into place. Like an eagle whose talons seize its prey in mid-flight, it is silent and impressively accurate.

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URWERK / UR-230 "EAGLE" TECHNICAL SPECIFICATIONS

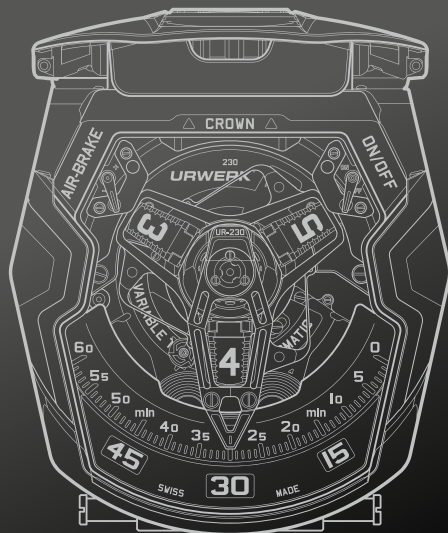
35-PIECE LIMITED EDITION

MOVEMENT

Calibre	Calibre UR-7.30 developed by URWERK
Winding	Automatic winding with manually wound option
Escapement	Swiss lever
Frequency	28,800 vph- 4 Hz
Hairspring	Flat
Energy source	Single barrel
Jewels	50
Power reserve	48 hours
Materials	Baseplate in ARCAP P40, 3D minutes pointer in aluminium with bronze counterweight; central spring in steel. Hour transporter in aluminium; central carrousel and screws in grade 5 titanium

Decorative finishes

Finely sandblasted carrousel with its cage featuring a circular satin finish
 Finely sandblasted satellite cam with a circular satin finish.
 Finely sandblasted 3D hand
 SuperLuminova components: white glowing blue for power reserves; green glowing green, red glowing green for the 60-minute marker and the end of the power-reserve scale.
 Polished screws



INDICATIONS

Wandering hours on a satellite complication (URWERK patent)
 3D retrograde minutes hand
 Aerodynamic winding regulation indication (Air Brake)
 Automatic winding status indication (On-Off)

CASE

Materials	Black DLC-treated titanium and Carbon CTP (Carbon Thin Ply) – 318 layers
Dimensions	Width: 44.81 mm; length: 53.55 mm; thickness: 18.38 mm
Glass	Transparent sapphire crystal
Caseback	Black DLC-treated titanium and sapphire crystal glasses
Water resistance	Pressure-tested to 30 m/3 ATM
Strap	Vulcarbonised® rubber, "Kiska" reference with black DLC-treated buckle; Velcro® fastening

PRICE

CHF 180,000 (Swiss francs / excl. tax)

ABOUT URWERK

"We don't try to bring out new versions of existing grandes complications," explains watchmaker **Felix Baumgartner**, co-founder of **URWERK**. "Our watches are unique because they are all designed as original work. Our main aim is to go beyond the traditional horizons of watchmaking."

The original styling of each **URWERK** model is signed by chief designer **Martin Frei**, the company's other co-founder. "I come from a background where creativeness has no limits. I am in no way prisoner of the traditional constraints of watchmaking, and I can therefore be freely inspired by my cultural heritage."

Although **URWERK** is a young company established in 1997, it is recognised as a pioneer among independent watchmakers. Producing just 150 watches a year, the company sees itself as a craftsman's studio where traditional expertise coexists with avant-garde styling. The company manufactures modern

and complex watches that are unprecedented and in keeping with the most demanding criteria of fine watchmaking: independent design and research, advanced materials and handcrafted finishes.

The name **URWERK** comes from the ancient city of Ur of the Chaldees in Mesopotamia, founded nearly 6,000 years ago where the Sumerian inhabitants first established units of time based on the shadows cast by its monuments. Ur in the German language also means primeval or original and Werk means an achievement or a mechanism. Thus, **URWERK** can be translated as an original movement — a tribute to generations of watchmakers whose work has resulted in what we know today as *Haute Horlogerie*, or superlative watchmaking.





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THANK YOU!

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