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THE NEW LACO ATACAMA QUARZ UTC IS READY FOR ACTION

Pforzheim, August 2023 - Following on the success of the Atacama.2, the watch manufacturer Laco is now poised to introduce its brand-new watch, the Atacama Quarz UTC. Functional and technical, the new tool watch has already proven itself in many critical situations, and received rave reviews from sporty watch fans for its performance during everyday life and adventures. The new Atacama Quarz UTC boasts many of the same features as its predecessor, but is slimmer, more robust, and more precise thanks to its quartz movement - as well as considerably less expensive. It also displays a second time zone, a feature much appreciated by emergency forces.

The Atacama.2 was developed together with the German Armed Forces and has also proven its high performance and reliability with other professional forces - such as the police, fire department and military. The new Atacama Quarz UTC was designed for situations requiring maximum safety, resilience, and precision. The fundamental elements on the dial - such as the hands, numerals, and indices - are covered with the luminous material Superluminova. Thus, the Atacama always remains a reliable companion, even at night and in unfavorable lighting conditions. The two-tone hands - hour and second with Superluminova C3, minute orange - ensure intuitive readability from any angle. The built-in 24-hour scale with its second time zone is done in orange, as is the UTC hand with its skeletonized arrowhead.

The conical stainless-steel case, pressure resistant to 20 ATM, is black PVD coated to avoid unwanted reflections while wearing. The same applies to the unidirectional rotating countdown bezel and the crown positioned at twelve o'clock. To ensure the high water resistance at all times, the crown should always be screwed back in after setting or adjusting the hands. An orange ring under the crown indicates whether or not the crown is screwed in all the way. The Swiss quartz movement Ronda 515.24H ticks behind the screwed back case. The advantages of the caliber include not only the high precision of only a few seconds deviation per month, but also the GMT function with quick correction. What's more, a date window is located at six o'clock, done in contrasting white for outstanding readability.

Thanks to its much thinner quartz movement, the height of the case could be reduced to just 10.5 millimeters. However, though the diameter is 46 millimeters, it has a contact area of only 34 millimeters. This makes the Atacama Quarz UTC more suitable for narrower wrists, as it wears significantly smaller than models with a comparable diameter. The comfortable and robust rubber strap remains unchanged, keeping the watch securely in place on the wrist with a PVD-coated stainless-steel buckle. Flexible lugs between the case and the strap ensure that the watch ergonomically adapts to the wrist.

The new Atacama Quarz UTC will be available for presale from Laco and authorized retailers at the end of August at a price of €530. Delivery will take place from mid-October.

REFERENCES

ATACAMA QUARZ UTC AT A GLANCE: FIGURES, DATES, FACTS

- Squad watch with stainless steel case, black PVD plating, conical case shape with unidirectional turnable countdown bezel
- Ø 46 mm, height 10,5 mm, lug width 22 mm, flexible end pieces, water resistant up to 20 ATM, flat sapphire crystal, closed screwed case back, protected screw crown at position 12 H
- Swiss quartz movement Ronda 515.24H, GMT function with quick correction, 1 jewel, 4 hands, date at position 6 H, battery: 371
- Black mat dial, Arabic figures and indexes with luminous material Superluminova C3, white minute track
- Hour with luminous material Superluminova C3, minute with Superluminova orange, second white with Superluminova C3, GMT arrow with Superluminova orange
- Black robust rubber strap, stainless steel buckle with black PVD plating
- Weight: 106 g
- Gift box incl. cardboard box
- RRP: €530
- Advance sale from the end of August 2023, delivery in mid-October



ATACAMA QUARZ UTC
Reference: 862163

PASSION AND TRADITION

The German watch brand Laco, based in the black forest town Pforzheim, has a corporate history that stretches back to 1925. The „Golden City“ has been the location for this small but long-established manufacturer from the very beginning.

This traditional company earned its fame by constructing the legendary 55 mm sized observation watch, as one of only five licensed firms in the 1940s. Around twenty years later, with more than 1200 employees, Laco was counted as one of Germany's largest watch manufacturers. Today, the small team places emphasis again on handcraft. It is quality that counts in production, not quantity.

The products range from pilot and navy watches, through sporty squad watch and elegant chronographs. But all Laco models have one thing in common: the highest quality, outstanding design and functionality in use.

In addition to their own online shop, Laco also offers for sale at the factory in Pforzheim. From Monday to Friday, this offers an opportunity to pick up a new watch directly from where experienced watchmakers have manufactured it intricately by hand.

