



## **THE X41 PROJECT – Create the first community-designed manufacture movement and democratize Fine Watchmaking.**

The creation of a high-end movement is quintessential for fans of fine mechanical watchmaking. Until now, that pleasure was reserved for only the most fortunate. For their second project, the CODE41 team has decided to change all of that!

Having disrupted the Swiss Made label somewhat with their policy of total transparency, they've now decided to turn their attention to Haute Horlogerie, by offering an exclusive manufacture movement with Grande Date and peripheral weight, all for a price that leaves the competition in the dust.

### **WHAT MAKES THE X41 PROJECT SO REMARKABLE?**

- A unique opportunity to take part in the development of the first community-designed movement
- The chance to wear a timepiece that showcases the most in-depth watchmaking expertise, all for an unbeatable price
- A movement designed, produced and assembled entirely in Switzerland
- Exclusive architecture and design just for the CODE41 community
- Each component, except for the balance wheel, is made especially for CODE41
- An exclusive peripheral oscillating weight mastered by only a handful of brands
- A launch price of around 4,000€, while similar models sell for 15,000€, or indeed much more
- An unrivaled price-quality-magic ratio

# CODE41



## QUINTESSENTIAL WATCHMAKING

The X41 movement showcases the superior expertise characteristic of Fine Watchmaking. Each component is machined on demand in Switzerland, exclusively for the CODE41 community. The finishing touches and assembly are carried out by hand. The time is read directly on the movement, without a dial, to highlight the magic of these mechanical sculptures. Pure watchmaking art.

## EXCLUSIVE PERIPHERAL OSCILLATING WEIGHT

The peripheral oscillating weight fitted to the X41 movement is a symbol of the genuine technical feats achieved by only a handful of brands. It allows a reduction in thickness and more transparency compared to a standard weight. Many big-name brands have already attempted to integrate such a feature, often only to abandon it because the ball bearing was too loud, inefficient and costly to implement. In the case of the X41 movement, after several years of development, these problems have been resolved by the brand's partner by machining and handling the finishing (hardening and polishing) of the components of the ball bearing in-house, in order to guarantee perfect dimensions and finishing.

### PERIPHERAL WEIGHT CHARACTERISTICS

Reduction in thickness / More transparency in order to highlight mechanical beauty / Technical feat achieved by only a handful of brands



# CODE41

## TECHNICALITY AND CHARACTER

In designing the faceted look of the X41 movement's bridges, Claudio D'Amore has created an innovative and yet recognizable esthetic that stands out from traditional Fine Watchmaking designs. The technical design of the case contrasts with the fineness of the details. The chambered construction and the cylinders on the lugs bring character and originality to this new CODE41 model. It remains in keeping with the highly-regarded ANOMALY collection, which has already accumulated close to 10,000 sales.

## THE COMMUNITY'S CHOICE

At a rate of one chapter per month since April 2018, the CODE41 community, now made up of a staggering 200,000 members, has been invited to give their opinion on the development of the X41 project. As well as votes on esthetic decisions, the members have also opted for automatic rewinding, the addition of a Grande Date feature, and for the case to be made from titanium.

## MARCH 12, 2019 – LAUNCH OF PRE-ORDERS

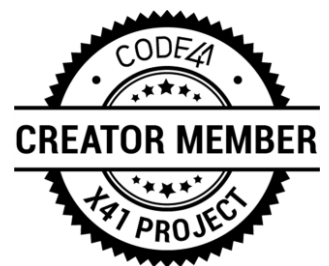
The prototypes are now in production, and the launch date for pre-orders has been set for March 12, 2019. Over the course of 30 days, CODE41 members will be able to order one of the 500 X41 watches in this special "Creator Edition" series. Delivery is scheduled for December 2019.

## NUMBERED CREATOR EDITION

CODE41 is not a brand in the traditional sense of the term; it's more of a community project. The aim is to gather enthusiasts around a watchmaking project, to help it to become a reality. In the process, said members become project Creators.

### Supporting the X41 project during pre-orders grants the following benefits:

- Become a Creator Member of the X41 Project
- Obtain a numbered piece marked CREATOR EDITION
- The chance to visit the workshops during production
- Enjoy a launch price much lower than the future price
- Enjoy a special 3-year guarantee instead of the usual 2



## WILL THE X41 WATCH BE SWISS MADE?

For a watch to be Swiss Made, at least 60% of its value must come from Switzerland. **The figure for the X41 project is 90%**, easily exceeding this requirement. Such a high quantity of Swiss components is very rare! However, the X41 watches will bear no mention of being Swiss Made, as CODE41 has been opposed to this misleading label since the very start.

## TOTAL TRANSPARENCY

With their TTO label, standing for Total Transparency on Origin, CODE41's entire approach is based around transparency. Here are the production costs and origin of each component and each process.

COMPONENT / PROCESS	COST	ORIGIN
MOVEMENT	1,650 CHF / 1,455€	SWISS
TITANIUM CASE, TRANSPARENT BACK	130 CHF / 115€	CHINA
LEATHER STRAP, DEPLOYMENT CLASP	30 CHF / 26€	ITALY/CHINA
ASSEMBLY	30 CHF / 26€	SWISS
PACKAGING	25 CHF / 22€	CHINA
<b>TOTAL ex-Tax</b>	<b>1,865 CHF / 1,644€</b>	



## WHAT'S THE SECRET BEHIND SUCH LOW PRICES?

Fine watchmaking is inextricably associated with the world of luxury. The latter is a synonym for inaccessibility, social standing and even ostentation. These subjective criteria have the unfortunate tendency to propel prices to artificially high levels.

For the X41 project, as with all of their other projects, the CODE41 team is focused on objective values, like high quality and superior expertise. The production costs and margins allowing the project to be profitable are clearly explained.

The retail price is not the result of market positioning, but rather a direct reflection of the costs of production. Models similar to the X41 can cost 15,000€, or indeed much more! Far more than the 4,000€ proposed upon the launch of the project.

**Here are the criteria which enable the achievement of an incomparable price-quality-magic ratio:**

- No market positioning, just total transparency
- Fixed price multiplier: The price is a direct reflection of the costs of production
- Direct sale to the customer
- Maximum optimization of the design of each component
- Production of 500 movements to reduce costs by 35%

## THE POWER OF A COMMUNITY

In 2016, CODE41 disrupted the hushed world of watchmaking by offering total transparency on development, costs and origin. Relying on a solid and enthusiastic community, an initial "crowdfunding" drive allowed them to raise the amazing sum of 543,150 CHF at the end of 2016. There are now more than 200,000 members contributing to this incredible adventure with the ambition of creating high-quality watches at fair prices.

## FOUNDER

Born in Switzerland to Italian parents, Claudio D'Amore (43) holds a degree in design. Having already collaborated with around forty watchmaking brands, including Tag Heuer, Parmigiani, Montblanc, Oris, Eberhard and Hautlence, Claudio decided to launch his own brand in order to share his passion for watchmaking. Founded in 2016, CODE41 now consists of a team of 10 individuals, and is followed by a community of over 200,000 members.



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## CONTACT

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HIGH RESOLUTION IMAGES: <https://code41watches.com/press/>

X41 PROJECT PAGE: [www.x41.watch](http://www.x41.watch)

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## X41 MOVEMENT TECHNICAL SPECIFICATIONS

Number of components:	297
Number of jewels:	33
Frequency:	28,800 turns per hour / 4[Hz]
Precision:	-2/+10 seconds per day
Power reserve:	42H (When not worn)
Crown functions:	1) Manual rewinding 2) Quick date alteration 3) Setting the time
Rewinding:	Automatic by peripheral weight. Bidirectional rewinding
Display:	Hour, minute, second in the center, Grande Date at 12 o'clock
Night display:	Luminova on hands and indices
Pivots:	Tempered rolled steel. High-quality treatment which prevents premature wearing of the pivots
Adjustment to 5 positions:	Each movement has been tested for precision in 5 positions. (Industrial movements: in general, 1 in every 50 units is tested in only 2 or 3 positions)