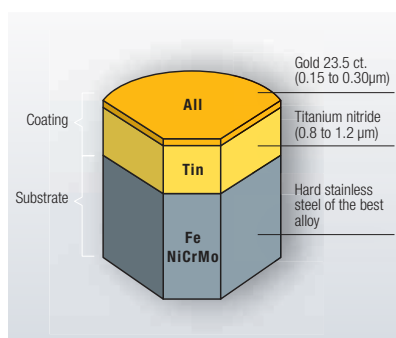


# PVD coating



On your wrist, the Longines's rich golden yellow shade is unmistakable. No wonder! Because what you see *is* gold. Real gold. Nearly pure: 23.5 carats out of a possible 24. And although it looks very much like one, this watch is far more affordable than a solid-gold model.

The secret of its beauty is a sophisticated manufacturing process called PVD, short for Physical Vapor Deposition. PVD basically consists in covering the entire surface of your watch, and often its bracelet, with a thin layer of titanium, an extremely dense and exceptionally hard metal. Effected in a vacuum close to that of outer space, this coating provides your watch with efficient long-lasting protection against the accidental scratches, scrapes and blemishes that eventually scar every wrist-worn watch. It is in fact nearly as hard as sapphire, itself second only to diamond in hardness.



But there's more! After the titanium comes a layer of 23.5-carats yellow gold. It gives your watch the same warm, lustrous good looks as solid gold – as well as very real protection against corrosion, not least by salt water, sweat and pollution. Plus a long-term guarantee against staining and tarnishing. All this for a small fraction of the price of gold! Lastly, it is good to know that the entire PVD process is environmentally harmless. No polluting substances are produced and no toxic residues from any stage of the process exist to poison our planet. PVD is safe, clean and harmless.

*La Grande Classique, Les Grandes Classiques* – whatever collection you choose your Longines PVD timepiece from, you know you will have chosen wisely and well. For although it will look and feel like gold for a long time to come, the Longines PVD watch's exceptional value over many long years remains the best surprise of all.