



VICTORINOX
SWISS ARMY

PREMIUM SELECTION
2010-2011

INSPIRED BY THE INGENUITY OF THE ORIGINAL SWISS ARMY KNIFE, YOUR COMPANION FOR LIFE.



VICTORINOX
SWISS ARMY



“YOUR COMPANION FOR LIFE”

Victorinox products are conceived, designed and built to accompany us all through life. Purposeful, reliable, their functional esthetic appeals to our rational side. But they also conquer our hearts and they deliver more than we expect of them. Whatever your particular selection – from high-quality Victorinox household and professional cutlery to precision Swiss-made timepieces; from our fashionable, functional apparel and rugged travel gear to our unmistakable fragrances – each Victorinox product embodies the spirit of the legendary Original Swiss Army Knife. Emerging from Karl Elsener’s cutlery workshop in 1891, it remains to this day an icon recognized the world over as a symbol of quality, functionality and continuous success.

WHEREVER YOU ARE, A PIECE OF SWITZERLAND IS WITH YOU

Inherent in every Victorinox Swiss Army item is an intangible. A certain “Swissness” if you will. And something more. Each of these products is an expression of the Victorinox philosophy: Flawless quality combined with great reliability. Consistent functionality combined with innovation. Refinement combined with absolute perfection and iconic design. These are the solid values and the spirit of the Original Swiss Army Knife perpetuated in the Victorinox Swiss Army timepieces.



Karl Elsener

125
YEARS
YOUR
COMPANION
FOR
LIFE

1884-2009



Soldiers' Knife 1891



Officers' Knife 1897

MILESTONES

1884

Karl Elsener opens a cutlery workshop in Ibach-Schwyz with the support of his mother Victoria.

1891

Initiated by Karl Elsener, the Swiss Cutlery Union is founded. Karl Elsener and his co-workers deliver knives for soldiers in the Swiss Army for the first time.

1897

The name "Swiss Officer's and Sport Knife" is legally protected on June 12. This model later becomes known around the world as the "Original Swiss Army Knife".

1909

Following the death of his Mother, Karl Elsener introduces the brand name "Victoria" in her honor. The company's founder legally registers the distinctive emblem with the cross and shield as a trademark. It is now a registered trademark in more than 120 countries.

1921

The invention of stainless steel being of central importance for the cutlery industry, Karl Elsener coins the company's new name, "Victorinox" by melding his Mother's name with "inox," an abbreviation of the French word for the characteristic of this new steel, "inoxydable".

1931

The Brown Boveri Company sets up the world's first fully electric heat treatment facility for Victorinox.

1945

The "Original Swiss Army Knife" begins its successful progression around the world and is particularly popular in US Army PX stores.

1979

On January 2, the previously solely-owned "Messerfabrik Carl Elsener" is converted to the family-owned stock company "Victorinox AG".

1984

The company doubles the size of its plant and office space with 810 employees generating revenue of more than CHF 80 million.

1989

Victorinox's American distribution partner enters the timepiece market in the USA under the "Swiss Army Brands, Inc." label.

1992

The company opens its own sales subsidiary in Japan. Further subsidiaries follow in subsequent years.

1999

Victorinox enters the travel gear market, issuing a manufacturing license to the American TRG Group in St. Louis.

Expanding its timepiece business, the company establishes Victorinox Watch SA in Bonfol, in Switzerland's Jura watch-making region.

2000

The Victorinox Foundation is set up. It holds 75% of the shares in Victorinox AG. A further 15% are held by the charitable Carl and Elise Elsener-Gut Foundation.

2001

Victorinox apparel is introduced in the USA. The first Victorinox flagship store opens its doors to the public in New York's trendy Soho district.

2002

The publicly traded US distribution partner Swiss Army Brands Inc. is privatized. The timepiece brand Victorinox Swiss Army is launched internationally.

2003

Victorinox takes over the US-American company Wenger NA, including the fragrance label "Swiss Army Fragrance".

2005

Victorinox takes over the traditional Swiss cutlery and watch manufacturer Wenger SA in Delémont in the Swiss Jura.

2006

Victorinox Swiss Army moves to its new watch production facility in Porrentruy, in the Swiss Jura, to meet the increasing demand and to ensure high-quality timepieces.

2007

Victorinox sets up Victorinox Swiss Army Fragrance AG based at its head office. The former Wenger fragrance line is repositioned in the market and is branded with the Victorinox emblem.

2008

The company's first European Flagship Store opens on London's New Bond Street.

2009

Geneva City hosts its first Victorinox Flagship store in Switzerland.

125 years after its foundation, Victorinox now employs more than 1700 employees worldwide and generates revenues of around CHF 500 million.



VICTORINOX

SWISS ARMY

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VICTORINOX
SWISS ARMY

SPECIAL EDITIONS

TRAVEL ALARM 2010 ROAD TOUR LIMITED EDITION

AIRBOSS MACH 8 SPECIAL EDITION

ALPNACH POWER GAUGE LIMITED EDITION





**YOUR
COMPANION
FOR
LIFE
ON THE
ROAD**



TRAVEL ALARM 2010
ROAD TOUR LIMITED EDITION
241461

Increasingly, it seems, we are on the move. At work. At play. So it is natural that we should gravitate toward products designed and built to accompany us through life's journeys – a concept Victorinox has long embraced.

The requirements of mobility have driven our product designs for more than a century: Since 1891, when the Original Swiss Army Knife emerged from Karl Elsener's cutlery workshop to meet the needs of the soldier in the field. Since 1989, when the first Victorinox timepieces combined classic styling with durability equal to the most demanding environments – from the summit to the sea floor.

Quality. Reliability. Functionality. Innovation. Iconic design. The spirit of the Original Swiss Army Knife is alive and well. Take it with you. The more you travel, the farther you go, the more you'll be glad you did.





COUNTDOWN

VICTORINOX
SWISS ARMY

22

AUTOMATIC

SWISS
MADE



The AirBoss watch collection pays tribute to the Air Boss, this central figure of the Navy, with aviation-inspired timepieces which feature a key function: a visual countdown function, based on a bi-directional rotating inner bezel around the dial, allowing the AirBoss to precisely track time between aircraft launches. This very simple to use minute countdown timer is made of a bi-directional rotating inner bezel (0 – 60 minutes) surrounding the dial and set by a specific crown on the right side of the case.

The AirBoss Mach 8 Special Edition is equipped with top-level sophisticated mechanical self-winding movement, insuring precision and robustness, while offering an exhibition caseback to view the mechanisms. It also features the same enhanced functionality pioneered by Victorinox Swiss Army by having its movement rotated 180° clockwise, bringing the start/stop chronograph pusher to 8 o'clock for optimal thumb operation.

A professional compass device will accompany this Special Edition. Each set is presented in a unique Collector's Box packaging.



Credit: U.S. Government



| AIRBOSS MACH 8 SPECIAL EDITION
241446





The Alpnach chronograph has become famous thanks to its "second indicator" having the exact same shape as the rotor of the Cougar helicopter of the Swiss Air Force. The Air Force Base is located in Alpnach, in the Swiss Alps.

To celebrate the success of this aviation inspired timepiece, a very special edition of 532 units equipped with a rare version of the Valjoux 7750 movement. An additional mechanism monitors the level of charge of the barrel and displays the power reserve on a 4th subdial: the Power Gauge.

532 is the model number of the Eurocopter Cougar aircraft equipping the Swiss Air Force.



ALPNACH POWER GAUGE
LIMITED EDITION
241382







VICTORINOX
SWISS ARMY

PROFESSIONAL

AIRBOSS
ALPNACH
CHRONOPRO
DIVE MASTER 500



AIRBOSS MACH 6
241447



| AIRBOSS MACH 6
241188.1



| AIRBOSS MACH 6
24783.1



| AIRBOSS MACH 6
24785.1



| AIRBOSS MACH 3
241380



| AIRBOSS MACH 4
241381



| AIRBOSS MACH 7
241378



| ALPNACH *CHRONO MECHANICAL*
241450



| ALPNACH *CHRONO MECHANICAL*
241195



| ALPNACH *CHRONO*
241196



| ALPNACH *MECHANICAL*
241197



CHRONOPRO
241451



| CHRONOPRO
241187



| CHRONOPRO
24160



| DIVE MASTER 500 *BLACK ICE CHRONO*
241422

DIVE MASTER 500 | PROFESSIONAL



| DIVE MASTER 500 *BLACK ICE CHRONO*
241423



| DIVE MASTER 500 *BLACK ICE CHRONO*
241421



| DIVE MASTER 500 *BLACK ICE CHRONO*
241424



| **DIVE MASTER 500 *BLACK ICE MECHANICAL***
241425



| **DIVE MASTER 500 *BLACK ICE MECHANICAL***
241353



| DIVE MASTER 500 *BLACK ICE MECHANICAL*
241354



| DIVE MASTER 500 *BLACK ICE MECHANICAL*
241355



| DIVE MASTER 500 *BLACK ICE MECHANICAL*
241356



| DIVE MASTER 500 *BLACK ICE*
241428



| DIVE MASTER 500 *BLACK ICE*
241427



| DIVE MASTER 500 *BLACK ICE*
241426



| DIVE MASTER 500 *BLACK ICE*
241430



| DIVE MASTER 500 *BLACK ICE*
241429





VICTORINOX
SWISS ARMY

CLASSIC

INFANTRY VINTAGE

AMBASSADOR

CHRONO CLASSIC

ALLIANCE

OFFICER'S

MAVERICK GS





| INFANTRY VINTAGE *CHRONO MECHANICAL*
241448



| INFANTRY VINTAGE *CHRONO MECHANICAL*
241449



| INFANTRY VINTAGE *CHRONO MECHANICAL*
241460



| INFANTRY VINTAGE *SMALL SECOND MECHANICAL*
241376



| INFANTRY VINTAGE *SMALL SECOND MECHANICAL*
241377





| INFANTRY VINTAGE *DAY & DATE MECHANICAL*
241396



| INFANTRY VINTAGE *DAY & DATE MECHANICAL*
241397



| INFANTRY VINTAGE *DAY & DATE MECHANICAL*
241375



TELEMETER

This retro-military inspired chronograph offers a function well-known among the artilleryists: the telemeter. The function indicates, when using the chronograph, the distance of the enemy by measuring the time between the light and the sound of the canon. It can also be used to measure the distance of an approaching thunderstorm.



| **INFANTRY VINTAGE *CHRONO***
241287



| **INFANTRY VINTAGE *CHRONO***
241313



| INFANTRY VINTAGE *DAY & DATE*
241290



| INFANTRY VINTAGE
241293



AMBASSADOR CLOUS DE PARIS | CLASSIC



| AMBASSADOR CLOUS DE PARIS *CHRONO*
241191



| AMBASSADOR CLOUS DE PARIS *CHRONO*
241193



| **AMBASSADOR CHRONO**
241133



| AMBASSADOR *CHRONO*
241150



| AMBASSADOR *DAY & DATE*
24148



| AMBASSADOR *DAY & DATE*
24150



| CHRONO CLASSIC XLS
241444

CHRONO CLASSIC XLS | CLASSIC



| CHRONO CLASSIC XLS
241443



| CHRONO CLASSIC XLS
241445



| CHRONO CLASSIC XLS ALARM
241281



| CHRONO CLASSIC XLS ALARM
241280



| CHRONO CLASSIC XLS ALARM
241279



| CHRONO CLASSIC XLS MT
241300



| CHRONO CLASSIC XLS MT
241301

CHRONO CLASSIC XLS MT

Two LCD displays

- Digital time, in hours, minutes and seconds
- Date and perpetual calendar
- Day in English, German, French and Spanish
- Countdown in hours, minutes and seconds
- 2nd time zone
- Chronograph up to 48 hours and 1/100 of a second precision timing
- Add and split function
- Alarm
- End-of-life indication



CHRONO CLASSIC
241405



| CHRONO CLASSIC
241403



| CHRONO CLASSIC
241316



| CHRONO CLASSIC
241315



CHRONO CLASSIC LADY | CLASSIC



| CHRONO CLASSIC LADY
241418



| CHRONO CLASSIC LADY
241419



| CHRONO CLASSIC LADY DIAMOND
241420



| ALLIANCE CHRONO LADY
241321



| ALLIANCE *CHRONO LADY*
241320



| ALLIANCE
241323



| ALLIANCE *CHRONO*
241297



| ALLIANCE CHRONO
241298



| ALLIANCE CHRONO
241295



| ALLIANCE
241322



| ALLIANCE
241324



| ALLIANCE *LADY*
241326



| ALLIANCE *LADY*
241327



ALLIANCE SPORT *CHRONO LADY*
241352
241351



| ALLIANCE SPORT *CHRONO*
241302



| ALLIANCE SPORT *CHRONO*
241303



| ALLIANCE SPORT *LADY*
241307



| OFFICER'S CHRONO
241452

| OFFICER'S LADY
241366



| OFFICER'S CHRONO
241454



| OFFICER'S CHRONO
241455



| OFFICER'S CHRONO
241453



| OFFICER'S *MECHANICAL*
241371



| OFFICER'S *MECHANICAL*
241373



| OFFICER'S
241360



| OFFICER'S
241358



| OFFICER'S
241359



| OFFICER'S LADY
241365



| MAVERICK GS *CHRONO*
241433



| MAVERICK GS *CHRONO*
241431



| MAVERICK GS *CHRONO*
241434



| MAVERICK GS *CHRONO*
241432



| MAVERICK GS
241435



| MAVERICK GS
241439



| MAVERICK GS
241437



| MAVERICK GS DUAL TIME
241440



| MAVERICK GS DUAL TIME
241442



| MAVERICK GS DUAL TIME
241441





VICTORINOX
SWISS ARMY

ACTIVE

SUMMIT XLT
BASE CAMP
CONVOY
NIGHT VISION II
ST-5000



| SUMMIT XLT *CHRONO*
241409



| SUMMIT XLT *CHRONO*
241340



| SUMMIT XLT *CHRONO*
241339



| SUMMIT XLT *CHRONO*
241407



| SUMMIT XLT
241345



| SUMMIT XLT
241410



| SUMMIT XLT
241344



| SUMMIT XLT
241416



| SUMMIT XLT
241350



| SUMMIT XLT
241415



| BASE CAMP *CHRONO*
241331

| BASE CAMP
241334



| BASE CAMP
241335



| BASE CAMP
241333



| BASE CAMP *CHRONO*
241330



| **CONVOY CHRONO**
241318



| CONVOY *CHRONO*
241317



| CONVOY *CHRONO TITANIUM*
241255



| CONVOY
241162

NIGHT VISION II

Lighting modes

Swiss developed and Swiss-made low consumption light module with 3 different light sources:



White LED flashlight (continuous light, signal and strobe functions)



Blue LED for dial illumination



Red LED for locator and battery end-of-life indicator (lighting system)



NIGHT VISION II | ACTIVE



| NIGHT VISION II
241131



| NIGHT VISION II
241130





World première timepiece

Key information is conveyed in an extremely practical and easy-to-understand format thanks to the use of LEDs (light emitting diodes) in universally recognised colours:

Green	=	right direction
Orange	=	slight deviation from course
Red	=	wrong direction

Module

Swiss-developed and Swiss-made electronic module invented by Victorinox Swiss Army including a very sensitive magnetic sensor.

How to use in 3 simple steps:



1. Find True North in the Compass Mode



2. Lock your heading



3. Keep your course in the Pathfinder Mode (Where to Go)

○ ○ ● ○ ○	on path (+/- 0-5°)
○ ● ○ ● ○	off path (+/- 5-20°)
● ○ ○ ●	off path (+/- 20-30°)
⊗ ○ ○ ○ ⊗	off path (+/- 30-90°)

		Movement	Crystals	Water resistance	Cases	Dial cases & features	Functions	Bracelets/straps/clasps
REF. #	Page number	Mechanical self-winding Mechanical manual winding Analog quartz Analog digital quartz	Mineral crystal Anti-reflection mineral crystal Anti-reflection sapphire crystal	3 ATM/30 m/100 ft 5 ATM/50 m/166 ft 10 ATM/100 m/330 ft 50 ATM/500 m/1,650 ft	Steel Titanium Aluminium PVD Synthetic Diamond	Luminescent hands and/or markers Dial back lighting Genuine mother-of-pearl dial Unidirectional rotating bezel Bidirectional rotating bezel Screw-in caseback See-through caseback Screw-down crown Screw-down pushers	Date Date magnifier Day of the week Perpetual calendar Second time zone Chronograph Countdown timer Tachymeter Telemeter Compass Alarm Flashlight End-of-life indicator	Leather strap Textured leather strap Genuine rubber strap Synthetic strap Steel bracelet Titanium bracelet Diver extension Deployant clasp
241396	31	•						
241397	31	•						
241375	31		•					
241287	32		•					
241313	32		•					
241290	33		•					
241293	33		•					
241191	35	•						
241193	35		•					
241133	36	•						
241150	37	•						
24148	37		•					
24150	37	•						
241444	38		•					
241443	39		•					
241445	39		•					
241281	40		•					
241280	40		•					
241279	40		•					
241300	41		•					
241301	41		•					
241405	42		•					
241403	43		•					
241316	43		•					
241315	43		•					
241418	45		•					
241419	45		•					
241420	45		•					
241321	46		•					
241320	47		•					
241323	47		•					
241297	47		•					



AUTHENTICITY

If it does not have our Cross and Shield emblem and VICTORINOX SWISS ARMY on the dial, it is not an authentic VICTORINOX SWISS ARMY timepiece. Ours are the only timepieces authorized by the Swiss government to carry the name SWISS ARMY.



WARRANTY

All VICTORINOX SWISS ARMY timepieces are covered by a 3-year limited warranty.



GENÈVE LONDON TOKYO NEW YORK GENÈVE LONDON TOKYO NE





COLLECTION AND DISPOSAL OF QUARTZ WATCHES AT END-OF-LIFE *

This symbol indicates that this product must not be disposed of in household waste. It must be taken to an approved collection centre. In doing so, you will be contributing to protecting the environment and human health. The recycling of materials helps conserving natural resources.

* Applicable in the Member States of the European Union and in countries with similar legislation in place.

We reserve the right to make technical or aesthetic changes to the models shown in this catalogue.

The Victorinox Swiss Army product offering can vary from market to market. Please consult with your Victorinox Swiss Army country representative.