

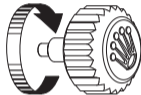
OYSTER PERPETUAL
LAND-DWELLER



ROLEX

WEARING THE WATCH FOR THE FIRST TIME

Before being worn for the first time, or if it has stopped, a Rolex watch must be wound manually in order to function correctly and precisely. To wind the watch manually, unscrew the winding crown completely, then turn it several times clockwise. (Turning in the other direction has no effect.) A minimum of 25 turns is required for adequate partial winding. The watch will then be wound automatically as long as it is worn on the wrist. Carefully screw the crown back down against the case to ensure waterproofness.



The green seal accompanying your Rolex watch is a symbol of its status as a Superlative Chronometer. This exclusive designation attests that it has successfully undergone a series of specific final controls by Rolex in its own laboratories in addition to the official COSC certification of its movement. This unique testing of its chronometric precision, waterproofness, self-winding and reliability pushes back the boundaries of performance and makes Rolex a benchmark for excellence in mechanical watches. For further information, please visit [rolex.com](https://www.rolex.com).



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ROLEX
OYSTER PERPETUAL
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OYSTER PERPETUAL LAND-DWELLER

The Oyster Perpetual Land-Dweller exemplifies watchmaking excellence according to Rolex and is the result of a continual quest for perfection. Sleek in design, it houses a movement at the forefront of innovation. Resolutely bold and forward-looking, the Land-Dweller is the watch for those who are reshaping the present to create tomorrow's world.

The Oyster Perpetual Land-Dweller is fitted with a Flat Jubilee bracelet, which integrates harmoniously with the case. Guaranteed waterproof to a depth of 100 metres (330 feet), the Oyster case

is a paragon of robustness and elegance. Together, bracelet and case form a unified whole, complemented by a concealed Crownclasp.

The calibre that drives the Land-Dweller is a self-winding mechanical movement entirely manufactured by Rolex. It beats at the high frequency of 5 Hz, thanks in particular to its highly energy-efficient Dynapulse escapement.

OVERVIEW

- 1 Hour hand
- 2 Minute hand
- 3 Seconds hand
- 4 Date window
- 5 Twinlock winding crown with double waterproofness system



SETTING THE WATCH

Screwed-down position (*position 0*)

The crown is completely screwed down against the case. When the crown is in this position, the Oyster Perpetual Land-Dweller is guaranteed waterproof to a depth of 100 metres (330 feet).

Manual winding (*position 1*)

The crown is unscrewed. To wind the watch manually, turn the crown clockwise; turning in the other direction has no effect. When setting the watch for the first time or after the watch has stopped, complete a minimum of 25 turns for partial winding.

Setting the date (*position 2*)

The crown is unscrewed and pulled out to the first notch. To set the date, turn the crown counterclockwise. During this operation, the watch continues to function.

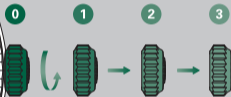
Setting the time (*position 3*)

The crown is unscrewed and pulled out to the second notch. The seconds hand is stopped, allowing you to set the time to the precise second. To set the hour and minute, turn the crown in either direction. To avoid confusion between a.m. and p.m. hours, move the hour hand to 12 o'clock. If the date changes, it is midnight.



Initial winding and setting

- A. Wind the watch manually (*position 1*).
- B. Note the date change at midnight, then set the time (*position 3*).
- C. Set the date (*position 2*).



Unscrew and then pull out

After every use, carefully screw the crown back down against the case to guarantee the waterproofness. Return the crown to *position 1* and apply light pressure while screwing it down clockwise against the case. The crown should never be unscrewed underwater.

CARING FOR YOUR ROLEX

Thanks to Rolex expertise, your watch will require very little day-to-day care.

You can help preserve its lustre by cleaning it occasionally with a microfibre cloth. You can also wash the case and bracelet from time to time using soapy water and a soft brush. After wearing your watch in the sea, it is important to rinse it with fresh water to remove any salt and sand deposits.

Before cleaning your watch, always ensure that the crown is screwed down properly against the case to guarantee waterproofness.

AFTER-SALES SERVICE

Rolex after-sales servicing ensures that your timepiece will continue to perform optimally in terms of precision, reliability and waterproofness, and also retain its particular lustre.

The proper functioning and timekeeping accuracy of your Rolex watch movement is dependent on high-performance lubricants specially developed by the brand. Over time, the properties of all lubricants will degrade, which can affect a movement's precision.

Additionally, to verify the waterproofness of your watch, it is important to carry out stringent technical checks.

Rolex therefore recommends that you periodically return your watch to one of its Official Rolex Retailers or Service Centres for complete servicing, which is always performed by a Rolex-approved watchmaker.

During a complete service, the watch is dismantled and all of its components – the case, bracelet and movement – are closely examined.

The movement is entirely disassembled and all the parts are carefully inspected. Those that no longer meet Rolex requirements are systematically replaced by new components. The movement is lubricated on reassembly. The case and bracelet are re-polished or satin-finished according to their original finish, restoring their shine and lustre while removing any marks or scratches.

At the end of the process, your Rolex watch undergoes a series of tests to verify its functions, waterproofness and power reserve, as well as the precision of its movement.

After a complete Rolex service, your watch is covered by a service guarantee.

WORLDWIDE SERVICE NETWORK

The network of Official Rolex Retailers and Service Centres covers more than 100 countries around the world and draws on the expertise of highly skilled watchmakers, carefully selected and trained by Rolex.

Official Rolex Retailers can advise you on all the technical aspects of your watch's functions. Whether your bracelet needs sizing or it is time for a complete service, highly qualified Rolex watchmakers are on hand worldwide to meet all of your service needs.

For a list of Official Rolex Retailers and Service Centres, please visit [rolex.com](https://www.rolex.com).

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We invite you to visit **rolex.com**,
a privileged place to learn more about
the functions of your Rolex watch
and about the quality, know-how and
fundamental values of the brand.

Welcome to the world of Rolex.

Rolex reserves the right to modify the models illustrated in this publication at any time.

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