

From: Heuer Time Corporation
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Heuer announces the Carrera Chronomatic,
the Autavia Chronomatic and the Monaco Chronomatic.

Heuer Time Corporation is adding three Chronomatics to its line of stopwatches, chronographs and electronic timers.

The Chronomatic is the world's first automatic chronograph. It was developed through the combined efforts of three Swiss watchmaking firms. Heuer-Leonidas (the parent company of Heuer Time Corporation), Hamilton-Buren (a subsidiary of Hamilton Watch Company) and Breitling (the parent company of Breitling Watch Corporation of America.)

The Heuer line of Chronomatics is virtually identical from a functional point of view with differences concentrated about the dial and case configurations.

The Carrera Chronomatic is a fifth-of-a-second recorder with a 30 minute register, a 12 hour register and a calendar. It is available with a tachymeter dial which is calibrated to give the speed of a vehicle over a measured mile. Calibrations are for speeds from 60 to 300 mph.

The Autavia Chronomatic is also a fifth-of-a-second recorder with a 30 minute, a 12 hour register and a calendar. It comes with an external bezel which allows for telling time in two zones, or for setting estimated times of arrival.

The Monaco Chronomatic is also a fifth-of-a-second recorder with 30 minute and 12 hour registers and a calendar. It is the style leader of the three new models. The Monaco is unlike the Carrera and Autavia Chronomatics in that its case and dial are the currently voguish square configuration.

All these Chronomatics feature two pushbuttons on the right side with winding crown at the left. All three are shockproof, anti-magnetic and water-resistant (as long as crystal, crown and pushpieces are intact.) The Chronomatics are made of stainless steel and come with our soft, black Corfam straps. They are also available with stainless steel bands.

The Carrera Chronomatic will sell for about \$150.00. The Autavia Chronomatic will sell for about \$175.00. The Monaco Chronomatic will sell for about \$200.00.

Shipments of the new Chronomatics to the United States are expected to begin in late summer or early fall 1969.



The new line of Heuer Chronomatics: (left to right) The Carrera Chronomatic, about \$150.00, the Autavia Chronomatic, about \$175.00, and the Monaco Chronomatic, about \$200.00. Each is a fifth-of-a-second recorder with 30 minute and twelve hour-registers and a calendar. The Carrera comes with tachymeter scale, the Autavia with external bezel.