

REIMAGINED
Singer



FORGET EVERYTHING YOU KNEW
ABOUT THE CHRONOGRAPH



SINGER REIMAGINED

Singer Reimagined is an independent niche brand, manufacturing exceptional timepieces produced in limited quantities.

FORGET EVERYTHING YOU KNEW ABOUT THE CHRONOGRAPH

Singer Reimagined is an **award-winning high-watchmaking company**, based in Geneva. It is part of **Singer Group, the Californian-based luxury brand** that has become globally renowned for its bespoke restorations of the Porsche 911.

Singer is guided by the philosophy Everything is Important.

The brand has become synonymous with the concept of Reimagining - bringing together iconic design with twenty-first century engineering and material science.

Singer Reimagined creates remarkable watches for a discerning global clientele.

We are guided by an approach that encompasses:

- a passionate focus on iconic design and definitive mechanical watches.
- Execution with superlative attention to detail, following Singer's mantra Everything is Important.
- Modern engineering and materials combined with beautifully presented horological functions
- A deep connection with Californian car-culture and the Swiss watch-making world.

Singer Track1 and Flytrack watch collections are present worldwide through very exclusive retailers.

All watches are produced in limited editions.

At Singer we only approach a subject where we feel there is potential to pursue a definitive vision.

In the automotive world this led us first to the air-cooled 911.
In the watch-making world this led us first to reimagine the chronograph.

Both are an integral part of the Singer universe.



Inspired but never constrained by traditions.

Boasting innovative and highly functional display, made possible by groundbreaking movements, we manufacture exceptional timepieces produced in limited quantities.

Singer signature sleek lines watches, offers a highly innovative & refined design with an unprecedented display where every detail is worthy of careful consideration in search of a brush with perfection.



Singer Reimagined Track1 COLLECTION

POWERED BY AUDACITY

Singer Reimagined innovative layout, provides with a very interesting characteristic. We've been able to conceive a watch that keeps the archetypal features of traditional and sport timepieces with a new and fascinating twist.

Track1 is the First and Only watch with a display that splits the information for a very distinctive time-keeping experience.

While most of the chronographs offer a traditional layout (a central dial with small sub-counters surrounded by a tachymetric bezel), this traditional and almost never reconsidered design has never provided a good readability. Time of the day and elapsed time are displayed on the same area, making the information difficult to read.

While designing the Track1 the main goal was to **improve chronograph performances**. Therefore, we found a brilliant way to separate the chronograph from the time of the day to considerably improve readability and ergonomics.

This new layout intends to focus attention on the main purpose of Track1 watches: Elapsed time measurement. In other words, Track1 is essentially a Chronograph that tells also the time of the day.

Track1 provides its owner with a unique experience while using it.

Push buttons position on case sides allows not only an easy use of the watch while wearing it but also – here again influenced by car racing – handling the Track1 like a real stopwatch.

The use of double polished edges – framing the side view of the watch – gives lightness to the design and creates an alternation of different finishing for a precious and refined result.



THE AGENGRAPHE MOVEMENT

The Singer Track1 collection reverses the accepted order of precedence, driven by the belief that beauty comes from the uncompromising pursuit of optimized functionality.

Here, **the chronograph function takes centre - stage** - as it should in a sports watch. The chronograph hours, minutes and seconds are coaxially mounted in the center of the dial, allowing the elapsed time to be read easily and clearly with just a glance. The time of day is not forgotten but is instead presented in fascinating relief around the periphery of the dial.

The Singer Track1 revolutionary automatic column-wheel chronograph movement boasts a completely new design and architecture.

Developed with Agenhor, it is further enhanced by a novel clutch system, for a smoother operation of the chronograph. Its unique 3x60 display (60 seconds, 60 minutes, 60 hours) is exclusive to Singer Reimagined.

34.40mm in diameter, this innovative twin-barrel calibre beats at 3Hz for a healthy power reserve of more than 60 hours. To enable the best view of the intricacies of movement, which is comprised of 477 parts, the winding rotor powered by a revolutionary movement, the Agengraphe has been placed on the dial side.



Singer Track1 *Hong Kong Edition*

SR003

48'500 CHF

50 pieces

High performance ceramic-aluminum is the cutting-edge material chosen for this black matte version. This lightweight material offers comfort, resistance and great aesthetics.

The interplay between light and shadows enhances the sleek lines of the 43 mm barrel-shaped case and its smooth-to-the-touch surface offers an exceptional tactile experience.

On the dial, adrenaline is set to full throttle with striking orange accents. The high contrast hands ensure optimal legibility while the orange tachymeter creates a clear separation between the peripheral time of day and the central elapsed time.

43mm, black ceramic case.

Water resistance: 100m / 10 ATM





Singer Track1 *Emirates Edition*

SR005

50'000 CHF
25 numbered pieces

Singer Track1 Emirates Edition is presented in our high-performance black matte 43 mm ceramic-aluminum case. This lightweight material offers comfort resistance and great aesthetic.

The contrast between khaki green dial and ZrN treated titanium finishing gives the timepiece a luxurious hint. The boldness of the black case and its shape emphasize the masculine and sporty look of the Singer Track1 Emirates Edition. In addition, orange signature hands and index enhance the readability for both chronograph and time of the day indications.

Contrast has always been a strength point and almost a signature of the Singer design.

43mm, black ceramic case, ZrN treated titanium finishing.
Water resistance: 100m / 10 ATM





Singer Track1 *Bold Edition*
SR006

48'500 CHF
25 numbered pieces

Encased in high performance ceramic aluminum, this revolutionary chronograph is presented in a lightweight version clad in black with powerful golden accents.

On the dial, refinement bar is set high with the elegant contrasting use of golden accents while the golden tachymeter flange creates a clear separation between the peripheral time of day and the central elapsed time.

Whether it's the elegant matte black ceramic case, contrasting with the glamorous golden accents, or indulging in its subtle sporty look, the Bold Edition has it all.

43mm, black ceramic case.
Water resistance: 100m / 10 ATM





Singer Track1 *Flamboyant Edition*
SR007

45'000 CHF
25 numbered pieces

Singer Track1 Flamboyant Edition proposes a new circular brushed finishing on our signature lightweight Grade 5 titanium case.

The signature bull-head push buttons allows the chronograph to be easily operated worn on the wrist or hold like a racing stopwatch, offering great ergonomic performances and a unique style.

The elegant dial showcases a deep & complex red color thanks to the alternance of sunray and circular brushed finish; the high contrast of orange hands ensure optimal legibility while rhodium tachymeter flange creates a clear separation between the peripheral time of day and the central elapsed time.

43mm, circular brushed Titanium case.
Water resistance: 100m / 10 ATM





Singer Track1 *SKLT Edition*
SR008

90'000 CHF
15 numbered pieces

The Track 1 - SKLT Edition features a new-generation transparent dial, suspended over the movement, allowing a view of the components below.

Shaped as a structural chassis, the open-work dial reveals the signature minutes wheel, highlighted in a golden finish, to match the aesthetic of this special watch. Underneath the minutes wheel lies the automatic rotor itself finished in circular brushed black.

Through the open-work dial of the Track1 - SKL Edition, these vital elements of the movement are finally exposed and visible, revealing the secret of our automatic system for the first time.

43mm, circular brushed 18k yellow gold case (1N).
Water resistance: 100m / 10 ATM





Singer Track1 *SKLT CARBON Edition*
SR009

60'000 CHF
25 numbered pieces

20

The Track 1 - SKLT CARBON Edition flows in developing the skeleton dial collection, allowing the full beauty of its revolutionary movement to be unveiled.

Crafted from stratified forged carbon, this architectural timepiece was engineered with the intent of reducing mass, enhancing lightness and opening wide on the movement. Bezel, push buttons and crown, made of grade 5 titanium, are mirror polished by hand and coated in black DLC in order to provide highlight and contrast.

The novelty is also the Singer caoutchouc strap fitting the dynamic spirit of the SKLT CARBON and embodying the pursuit of lightweight and technicity.

43mm, stratified forged carbon case.
Water resistance: 100m / 10 ATM



Singer Reimagined Flytrack COLLECTION



ZERO-RESET REIMAGINED

Singer Flytrack collection has been conceived to provide the most instantaneous and instinctive way of measuring short elapsed times.

Singer Flytrack is a “time only” watch, featuring our signature peripheral hours-disc indication combined with central minutes and central swiping seconds.

The main twist, not visible at first sight, is easily accessible through the push-button at 2 o'clock.

Our proprietary zero-reset system allows to instantly reset the central sweeping second-hand for prompt measurements.

The unique Singer AG6364 mechanism allows to calculate short time-based events, as many times you wish, without interfering with the watch timekeeping. Maintaining the push button down, retains the seconds hand motionless at zero, allowing to release it exactly when needed, reducing drastically reaction delays for instantaneous, light-speed starts!

Pushing and releasing the button, will reset and restart immediately the central second hand for lightning time measurements.

The device can be used of course to zero-reset your watch time, very easily, whenever desired. Hold your push-button down and releasing it precisely at the right moment, to synchronize your watch.



THE MOVEMENT AG6364

Developed in collaboration with Agenhor, Singer Flytrack movement, **AG6364**, has noble descendants, sharing its architecture with the prestigious, award winning, Agengraphe.

A dedicated development, focused on efficiency and performance, drove our technical team and watchmakers to imagine innovative solutions to deliver a playful yet useful complication aiming to be the most minimalistic iteration on the chronograph theme.

314 components, manual winding, two barrels providing 55h of power reserve, 49jewels and a unique flyback & zero-reset function.

All characteristics providing the Singer Flytrack with the pedigree of a future classic.

The clutch, provided with triangular teeth, features a ratio of one tooth to three, to limit jumping forward or backward, allowing to reduce errors in case of shock. In the worstcase, the seconds hand can jump of maximum 1 degree.

A large lever permanently keeps the system engaged, allowing the seconds hand swiping motion.

When the user presses the reset button, the lever releases the clutch which disengages.

The lever also acts as a reset hammer by pressing on a heart-cam in the center.

When the user releases the button, the lever returns to its initial position and re-engages the system to restart the seconds hand motion instantly.



Singer Flytrack *Tachymeter*

SR101

26'500 CHF
10 numbered pieces

'Tachymeter' allows easy calculation of average speed. Activate your Flytrack at the first mile or kilometer marker and the second you will know your average speed.

Matte black velvet-touch dial, featuring the triple tachymetric scale, allowing measurement of average speeds from 20 to 300 Km/h.

Circular brushed rehaut with black index for easy reading. Rotating hour disc in black matte ceramic featuring an orange luminescent arrow. Black soft calf leather strap, in rally style, with orange stitching.

43mm, microblasted Titanium case.
Water resistance: 100m / 10 ATM





Singer Flytrack *Telemeter*

SR103

26'500 CHF
10 numbered pieces

'Telemeter' allows easy calculation of the distance between you and an event you can both see and hear - like a storm front producing lightning and thunder.

Matte black velvet-touch dial, featuring a green distance scale, measuring up to 15 km. Circular brushed black rehaut with green indexes, for easy time reading.

Rotating hour disc in black matte ceramic featuring a white luminescent arrow.
Black technical textile strap, with green stitching.

43mm, microblasted Titanium case.
Water resistance: 100m / 10 ATM





Singer Flytrack *Barista*

SR105

25'500 CHF

30 numbered pieces

Flytrack "Barista" allows easy calculation of the extraction time of your favorite coffee style prepared with your espresso machine.

Matte brown velvet-touch dial, featuring a unique coffee brewing scale on one minute. Circular brushed golden rehaut with contrasting black 60 seconds scale.

Rotating hour disc in black matte ceramic featuring 12 luminescent figures. Luminescent orange hour pointer at 6 o'clock
Dark brown calf strap, with brown stitching.

43mm circular brushed stainless steel case
Water resistance: 100m / 10 ATM







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