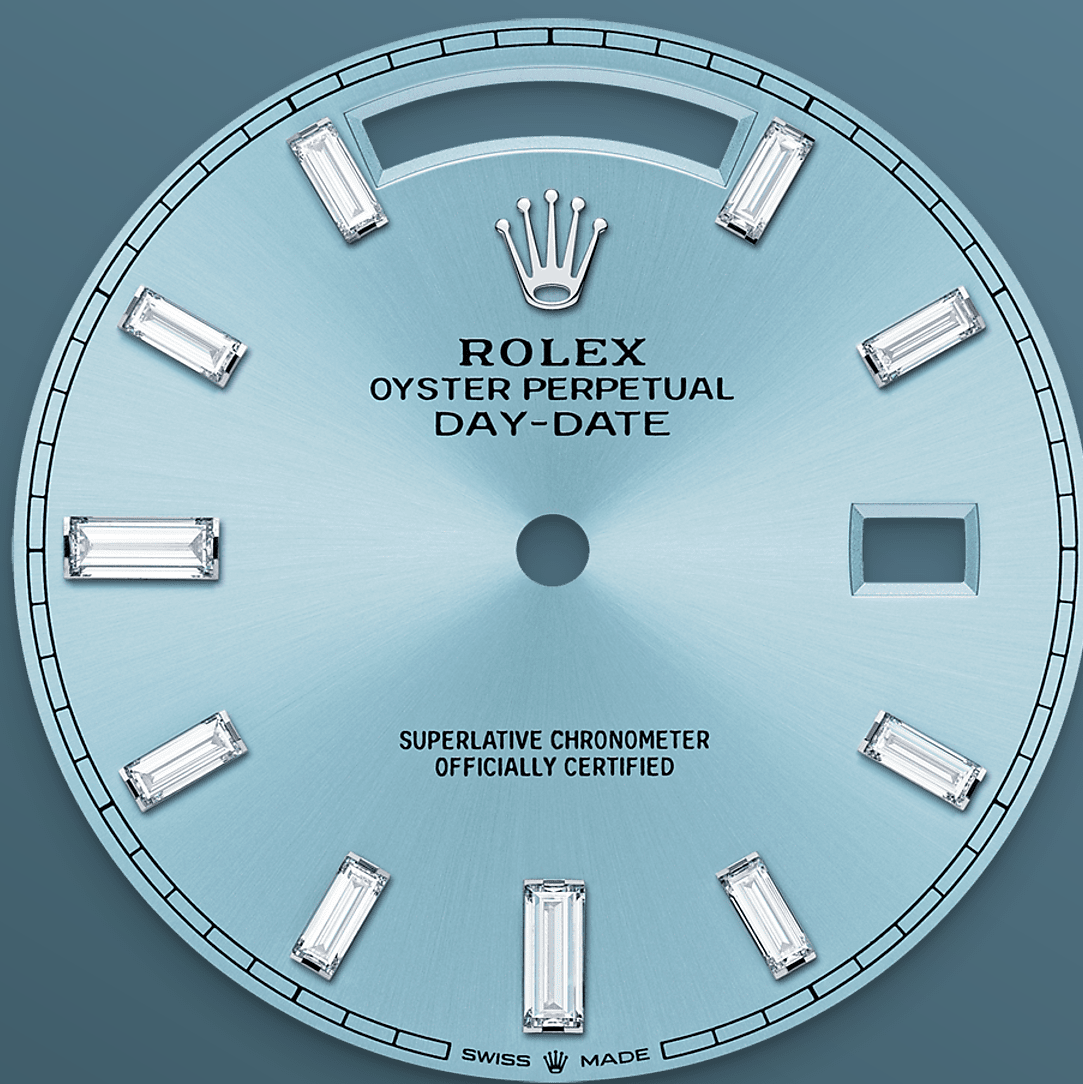




# Day-Date 40

Oyster, 40 mm, platinum and diamonds

**The Oyster Perpetual  
Day-Date 40 in  
platinum, with an ice-  
blue, diamond-set dial,  
diamond-set bezel and a  
President bracelet.**



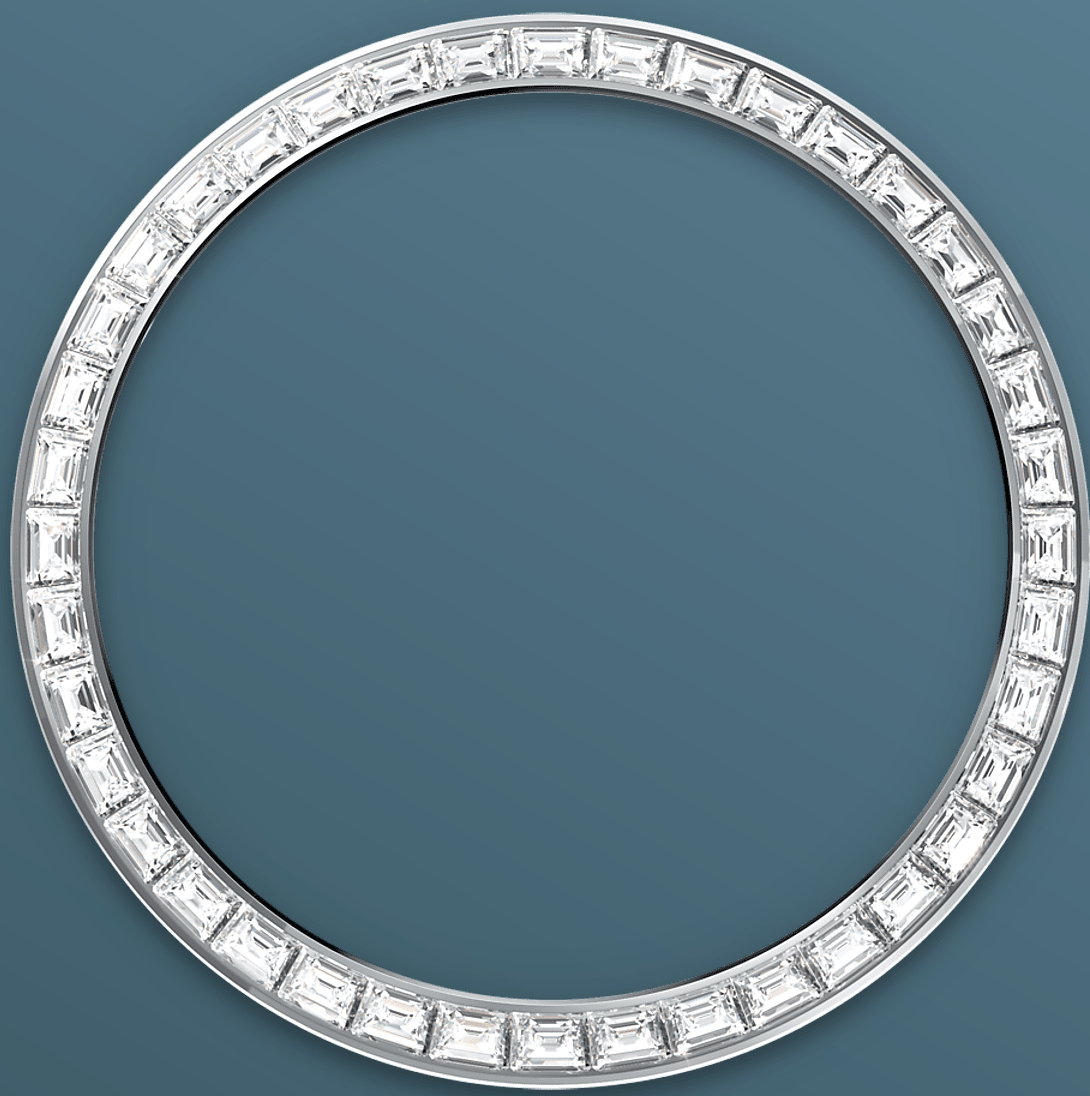
ICE-BLUE DIAL

## An exclusive signature

The ice-blue dial is the discreet and exclusive signature of a Rolex platinum watch. Rolex uses platinum, the noblest of metals, for the finest of watches.

This exclusive dial colour can be found only on the Day-Date, the Cosmograph Daytona, the Perpetual 1908 and the Land-Dweller.





## DIAMOND-SET BEZEL

# A sparkling symphony

Gem-setters, like sculptors, finely carve the precious metal to hand-shape the seat in which each gemstone will be perfectly lodged. With the art and craft of a jeweller, the stone is placed and meticulously aligned with the others, then firmly secured in its gold or platinum setting.

Besides the intrinsic quality of the stones, several other criteria contribute to the beauty of Rolex gem-setting: the precise alignment of the height of the gems, their orientation and position, the regularity, strength and proportions of the setting

as well as the intricate finishing of the metalwork.  
A sparkling symphony to enhance the watch and  
enchant the wearer.



PLATINUM

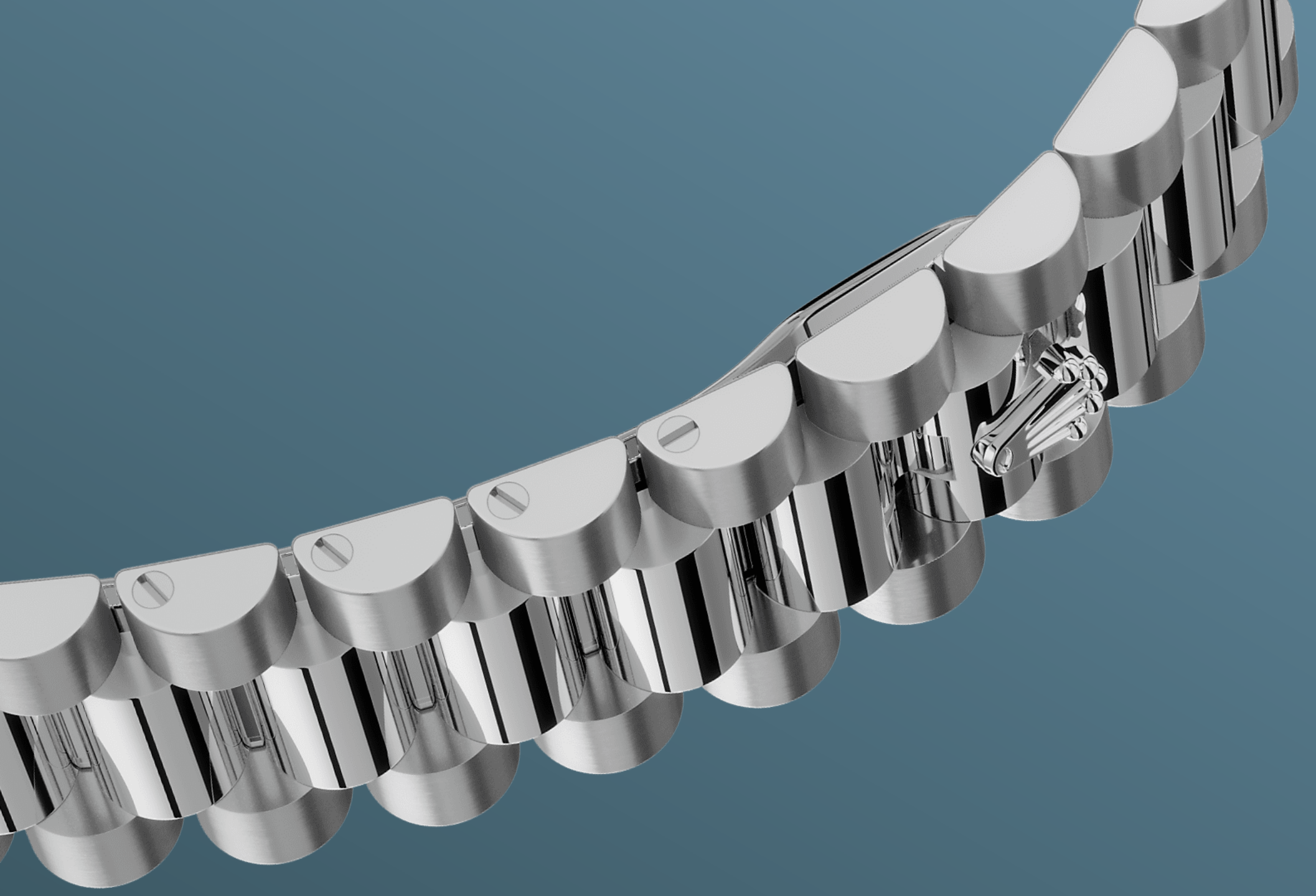
## The noblest of metals

Rare and precious, platinum is striking for its silvery whiteness and vibrant luminosity. It is among the densest and heaviest metals in the world, distinguished by unique chemical and physical properties such as exceptional corrosion resistance.

Paradoxically, it is also soft, elastic and highly malleable, which makes machining and polishing especially difficult, demanding an extremely high degree of skill. Rolex always uses 950 platinum, an alloy consisting of 950‰ (thousandths)

platinum, painstakingly crafted in-house by the fine metalworkers at Rolex. The noblest of metals for the finest of watches.





THE PRESIDENT BRACELET

# The ultimate refinement

The design, development and production of Rolex bracelets and clasps, as well as the stringent tests they face, involve advanced high technology.

And, as with all the components of the watch, aesthetic controls by the human eye guarantee impeccable beauty. The President bracelet, with its semi-circular three piece links, was created in 1956 for the launch of the Oyster Perpetual Day-Date. It represents the ultimate in refinement and comfort and is always made of carefully selected precious metals.



# More technical details

## Day-Date

Reference 228396TBR

### Model Case

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**Type**

Oyster, 40 mm, platinum and diamonds

**Diameter**

40 mm

**Material**

Platinum

**Bezel**

Set with diamonds

**Oyster Architecture**

Monobloc middle case, screw-down case back and winding crown

**Winding Crown**

Screw-down, Twinlock double waterproofness system

**Crystal**

Scratch-resistant sapphire, Cyclops lens over the date

**Water Resistance**

Waterproof to 100 metres / 330 feet

### Movement

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**Type**

Perpetual, mechanical, self-winding

**Calibre**

3255, Manufacture Rolex

**Precision**

-2/+2 sec/day, after casing

**Oscillator**

Paramagnetic blue Parachrom hairspring. High-performance Paraflex shock absorbers

**Winding**

Bidirectional self-winding via Perpetual rotor

**Power reserve**

Approximately 70 hours

**Functions**

Centre hour, minute and seconds hands. Instantaneous day and date in apertures, secure rapid-setting. Stop-seconds for exact time setting

**Bracelet**

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**Type**

President, semi-circular three-piece links

**Bracelet Material**

Platinum

**Clasp**

Concealed folding Crownclasp

**Dial**

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**Type**

Ice blue set with diamonds

**Gem setting**

10 baguette-cut diamonds

**Certification**

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**Type**

Superlative Chronometer (COSC + Rolex certification after casing)

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