DAY-DATE 40

Oyster, 40 mm, platinum
THE OYSTER PERPETUAL DAY-DATE 40 IN PLATINUM WITH AN ICE-BLUE DIAL, FLUTED BEZEL AND A PRESIDENT BRACELET.

The Day-Date was the first watch to indicate the day of the week spelt out in full when it was first presented in 1956.
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.
The Rolex fluted bezel is a mark of distinction. Originally, the fluting of the Oyster bezel had a functional purpose: it served to screw the bezel onto the case helping to ensure the waterproofness of the watch. It was therefore identical to the fluting on the case back, which was also screwed onto the case for waterproofness, using specific Rolex tools. Over time, the fluting became an aesthetic element, a genuine Rolex signature feature. Today the fluted bezel is a mark of distinction, in platinum on this Day-Date 40.
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.
Initially presented in 1956, the Day-Date was a world first. The first watch to indicate the day of the week spelt out in full. Worn by many world leaders, the Day-Date is available with a bespoke day display in a wide choice of languages.
The Cyclops lens
A magnifying lens

The Cyclops lens is one of the most distinctive Rolex features, and one of the most recognizable. Named after the one-eyed giant of Greek mythology, the Cyclops lens magnifies the watch’s emblematic date display two and a half times for easy reading. Behind the Cyclops, as with every feature of a Rolex timepiece, lies a history of invention, research and development, and the endless search for perfection.
The Day-Date 40 is equipped with a new-generation movement, calibre 3255, entirely developed and manufactured by Rolex for a superlative level of performance. This self-winding mechanical movement is at the forefront of the art of watchmaking. A consummate demonstration of Rolex technology, with 14 patents, it offers fundamental gains in terms of precision, power reserve, resistance to shocks and magnetism, ease of use and reliability.
Specifications
Reference 228236

MODEL CASE
Oyster, 40 mm, platinum

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

DIAMETER
40 mm

MATERIAL
Platinum

BEZEL
Fluted

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
Perpetual, mechanical, self-winding

CALIBRE
3255, Manufacture Rolex

PRECISION
-2/+2 sec/day, after casing

FUNCTIONS
Centre hour, minute and seconds hands. Instantaneous day and date in apertures, unrestricted rapid-setting. Stop-seconds for precise time setting

OSCILLATOR
Paramagnetic blue Parachrom hairspring. High-performance Paraflex shock absorbers

WINDING
Bidirectional self-winding via Perpetual rotor

POWER RESERVE
Approximately 70 hours
BRACELET
President, semi-circular three-piece links

BRACELET MATERIAL
Platinum

CLASP
Concealed folding Crownclasp

DIAL
Ice blue

CERTIFICATION
Superlative Chronometer (COSC + Rolex certification after casing)
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