



Alpina

1883 GENEVE

**SEASTRONG
DIVER EXTREME
AUTOMATIC**

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PRESS RELEASE



BLENDING EARTH AND SEA IN EXTREME FASHION

There are gradual changes, and there are breakthroughs. The new Seastrong Diver Extreme Automatic belongs firmly in the second category, with Alpina harnessing the power of its Extreme case to grace its Seastrong collection for the first time. Alpine and maritime adventures are now blended together in an innovative, powerful and distinctive piece housed in a 39 x 40.50mm steel case. One variation sporting an anthracite dial features an integrated steel bracelet borrowed from the Extreme line, first unveiled in 2023. The other two sporty, dynamic alternatives come with a navy blue dial on a rubber strap in the same hue or with an orange flange and a similarly matching rubber strap. Each timepiece is a certified three-hands-and-date dive watch, water resistant to 300m.

In an achievement akin to the successful negotiation of obstacles in outdoor sports, Alpina has completed a technical and stylistic challenge, adapting its iconic Extreme case to its Seastrong Diver line of dive watches. It's a bold decision in the world of watchmaking, where most manufacturers prefer to keep their ranges and models strictly separate; as such it illustrates the significance of Alpina's compact and assertive cushion format. Henceforth, the latter's success reflects not only that of the Extreme line, but also that of the *Maison* as a whole.



The result is quite simply compelling. The smaller, unisex version of the case (39 x 40.50mm) fits seamlessly into the Seastrong collection, with Earth and Sea coming together here as naturally as an ocean wave meets the coastline. While the Seastrong Diver Extreme Automatic retains a decidedly sporty style, its more restrained dimensions mean it's ideal for more urban, everyday wear beneath a shirt or jacket, too. The piece is a further embodiment of the Alpina ethos: uncompromising, high-tech watchmaking that's also measured, balanced and never showy, the fruit of a legacy of good

taste and etiquette built up over the long history of the brand, which celebrated its 140th anniversary last year.

The new Seastrong Diver Extreme Automatic is now available in three variations, all of them reflecting the technical and style codes that define the collection's DNA.



GENUINE CERTIFIED DIVE WATCHES

Three central hand-polished hands sit at the heart of a dial textured with Alpina's iconic triangular emblem, punctuated by a date window at six o'clock. For maximum readability – and in full compliance with the ISO 6425 standard used to certify dive watches – both the hours and minutes hands and the hour markers have been coated with luminous material. The date window features black figures on a white background.

As is traditional, the bezel is serrated and unidirectional.

Alpina has added its own special in-house touch, too: the bezel is ceramic, an extremely sturdy material that can withstand impacts and scratches; while not mandatory, this was deemed more suitable for outdoor activities. To guarantee certified water resistance to 300 metres, the caseback (engraved with the Seastrong logo) is of the screw-down type, as is the knurled crown at three o'clock. In addition to this all-round protection, the automatic AL-525 movement boasts a power reserve of 38 hours.



THREE NEW MODELS

The first of these watches comes in shades of grey and is the only one to be fitted with an integrated steel bracelet, especially developed for the Extreme case and making its appearance in the Seastrong universe here for the first time. In the best Fine Watchmaking tradition, the bracelet features alternating satin and polished finishes on a three-link system that naturally wraps round the wrist, secured by a deployment clasp. The dial is anthracite grey, while the bezel is black.

The other two sportier, more dynamic versions come with a textured rubber strap equipped with its own deployment clasp, this one protected by a push button release. The first of these two variations is done out in navy blue with a matching dial and crown grip. The second has a black dial offset by a bright orange flange and matching rubber strap.



THE ORIGINAL SPORTS WATCH SINCE 1883

Founded in 1883 by Gottlieb Hauser, Alpina is a Swiss watchmaking house based in Geneva belonging to the Frederique Constant Group, itself part of the Citizen Group. Alpina – which celebrated its 140th anniversary in 2023 – has emerged as a pioneer in the world of sport, characterised by a spirit of adventure and innovation. In 1938, the brand invented the concept of the sports watch with its Alpina 4: impact-resistant, non-magnetic, water-resistant, and made of stainless steel, it brought together the four key components of the genre.

Since its origins, Alpina's mission has been to design luxury sports watches delivering exceptional accuracy and reliability in extreme environments.

Today, this commitment is upheld in three different realms: the air (the Startimer collection), the sea (the Seastrong collection) and the Earth, with the Alpiner collection. These were joined in 2023 by the Heritage collection, which pays tribute to the brand's legacy watches. All these sports timepieces stand out for their value, refined finishings, and careful pricing.

Alpina has built up robust partnerships reflecting its enduring commitment to the mountain environment – a constant source of inspiration – as well as a team of athletes and other friends of the brand. They are united by a common ambition: scaling new heights in the most challenging conditions.



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