

# Presenting the new Rado HyperChrome Automatic A watch that will go the distance Chronograph Tachymeter



The HyperChrome is known as Rado's sporty collection, but none is sportier than the new Rado HyperChrome Automatic Chronograph Tachymeter. Stylish plasma high-tech ceramic ensures that this timepiece will not only stand by you as you are put through your paces on the court, track or field, but will be equally at home on your wrist at a black tie event.

As the name suggests, the ceramic bezel of this watch is engraved with a tachymetric scale, filled with white Super-LumiNova®, making it visible even when the sun has set. The tachymeter is an absolute must for all sports enthusiasts, as it enables you to measure your speed based on travel time or distance based on speed. The markings of the tachymeter work independently from any measurement system, making them universally applicable. Whether you work in kilometres or miles, this watch will be at your service.

Rado believes that a watch can be functional, aesthetically pleasing and comfortable at the same time. This new automatic chronograph is not only good-looking but also a pleasure to wear. However hard you train, the lightness of this high-tech ceramic watch makes it a pleasant companion, while its hardness ensures that it will come out without a scratch.

For fans of plasma ceramic who prefer a more pared-down model, Rado presents the Rado HyperChrome Automatic. Polished plasma ceramic meets rose gold coloured elements, which add to the deep warm metallic shine of the plasma, achieved without the use of any metal. Undercover, this metallic-looking watch has all the benefits of ceramic.

**Timeless shine** The unique, cool metallic shine of plasma high-tech ceramic gives this timepiece a sophisticated look while maintaining its sporty feel. The colour will not fade over time, and the plasma carburisation process also maintains the properties of the ceramic, which is loaded into the oven and treated to attain this magical brilliance. With this process, first used by Rado, you can now own a metallic-coloured watch that is resistant to scratches and will therefore maintain its beauty for years to come.