

CHRISTIE'S

ROLEX DAYTONA "LESSON ONE"

SELLS 100%, TOTTALLING \$13.2 MILLION / SFR.12 MILLION –
QUADRUPLING THE PRE-SALE OVERALL ESTIMATE
AT CHRISTIE'S GENEVA

*50 exceptional examples of the world's most celebrated chronograph
wristwatch*

Offered to mark the 50th anniversary of an all-time horology icon

50 WORLD RECORDS FOR 50 LOTS



▲ Aurel Bacs, International Head of Christie's Watch Department, selling the top lot of the sale ▲

Geneva – Surpassing all expectations, **ROLEX DAYTONA "LESSON ONE"** –a prestigious single-themed evening auction featuring 50 exceptional examples of the world's most celebrated chronograph wristwatch, totalled **SFr.12,032,850 / \$13,248,167 / €9,866,937**, selling **100%** by lot and by value, at Christie's Geneva.

Created by Aurel Bacs to mark the 50th anniversary of Rolex most iconic model, this unique sale presented only the best and most mythical Daytona wristwatches ever produced.

The top lot of the evening was an extremely important stainless steel chronograph wristwatch, ref. 6263/6239, Paul Newman model, manufactured in 1969, which sold for \$1,088,889 / SFr.989,000 (*illustrated above*).

Aurel Bacs, International Head of Christie's Watch Department, commented: “*Christie's first ever evening auction dedicated to wristwatches proved an unprecedented success. With four hundred people in the saleroom and plenty more queuing outside, I rarely experienced a similar rock concert atmosphere from the rostrum. Possibly the most rigorously curated watch auction ever staged, each lot was selected by Christie's watch department in partnership with Mr. Pucci Papaleo according to a disciplined approach to originality, condition and provenance. Setting 50 world records for 50 watches as well as achieving an absolute record price for any Rolex Daytona ever sold at auction, Rolex Daytona "Lesson One" will be remembered as an historical event*”.

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About Christie's

Christie's, the world's leading art business, had global auction and private sales in the first half of 2013 that totaled £2.4 billion/ \$3.68 billion. In 2012, Christie's had global auction and private sales that totaled £3.92 billion/\$6.27 billion making it the highest annual total in Christie's history. Christie's is a name and place that speaks of extraordinary art, unparalleled service and expertise, as well as international glamour. Founded in 1766 by James Christie, Christie's has since conducted the greatest and most celebrated auctions through the centuries providing a popular showcase for the unique and the beautiful. Christie's offers over 450 auctions annually in over 80 categories, including all areas of fine and decorative arts, jewellery, photographs, collectibles, wine, and more. Prices range from \$200 to over \$100 million. Christie's also has a long and successful history conducting private sales for its clients in all categories, with emphasis on Post-War and Contemporary, Impressionist and Modern, Old Masters and Jewellery. Private sales totaled £465.2 million (\$711.8 million) in the first half of 2013, an increase of 13% on the previous year, and for the third successive year represents the highest total for the period in both company and art market history.

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