



NOBODY  
IN THEIR  
RIGHT  
MINDS  
WOULD PUT  
A WATCH  
THROUGH  
THIS.  
BUT  
FRANKLY,  
MANY  
OF OUR  
CUSTOMERS  
ARE NOT  
IN THEIR  
RIGHT  
MINDS.

Chances are, you've never had to eject from a fighter plane.

It's not much fun. (Though, it's got to be said, the alternative is even less fun.)

In the first second after ejection, your body is subjected to pressures of up to 30G. Ouch isn't the word.

Happily, most pilots get through their entire careers without having to exit through the cockpit roof.

But the possibility is always there. And we built our aviation chronometer, the Bremont MB, with that in mind.

A pilot's timepiece, we reasoned, should be able to withstand everything the pilot does.

High altitude. Low temperatures. And unscheduled departures at 500 mph.

So we enlisted the help of none other than Martin-Baker, the pioneers of the ejection seat.

(Thanks to them, more than 7,000 pilots have lived to fly another day.)

At their headquarters in Denham, they subjected our watch to a punishing regime of vibration testing, the equivalent of 30 years' flying.

Shaken, but not stirred, it was then time for the ultimate test: the ejection seat.

Strapped to the vinyl wrist of a crash-test dummy, our watch was shot from the cockpit again and again and again.

Yet the Bremont lived to tell the time.

How? Well, for starters, the Bremont MB is encased in solid steel, seven times harder than the average watch case.

(We bombard the steel with electrons to toughen it up.)

Inside this is a second case, held in place by a flexible ring that absorbs any shocks.

We make the inner case from soft iron and it forms what's known as a Faraday Cage, protecting the delicate mechanism inside from magnetic fields.

The mechanism itself is assembled by hand in our workshop in Henley-on-Thames.

The movement is 99.998% accurate and has undergone an arduous fifteen day certification process conducted by COSC, the Official Swiss Chronometer Testing Institute.

All of which goes to make a watch that will perform way beyond the call of duty.

Do we stop there? Of course not.

To ensure the Bremont MB can be read in all conditions we use Grade-A Super-Luminova® paint on the dial.

Then add not one, but nine layers of anti-reflective coating to the sapphire crystal for maximum clarity.

Some might call that excessive. We don't think so.

A pilot who's just ejected from his aircraft may not know what day it is.

But thanks to the Bremont MB, he'll always know what time it is.



**BREMONT**  
CHRONOMETERS