

PRESS RELEASE 2019

# COLLECTION ARMURE MM03

**MM**  
**MAURON MUSY**  
INNOVATIVE WATCH ENGINEERING





# INSPIRED BY THE PAST. SHAPING THE FUTURE.

THE ROBUST AND SOPHISTICATED  
NEW ARMURE MU03 IS A LITTLE PIECE  
OF SWITZERLAND. ROOTED IN AN  
AGE-OLD TRADITION YET RESOLUTELY  
LOOKING TO THE FUTURE, THIS  
“SWISS CRAFTED” CERTIFIED MODEL  
EMBODIES THE VERY ESSENCE OF  
THE LAND OF WATCHES. AN OBJECT  
FAR MORE PRECIOUS THAN ITS MERE  
MARKET VALUE.

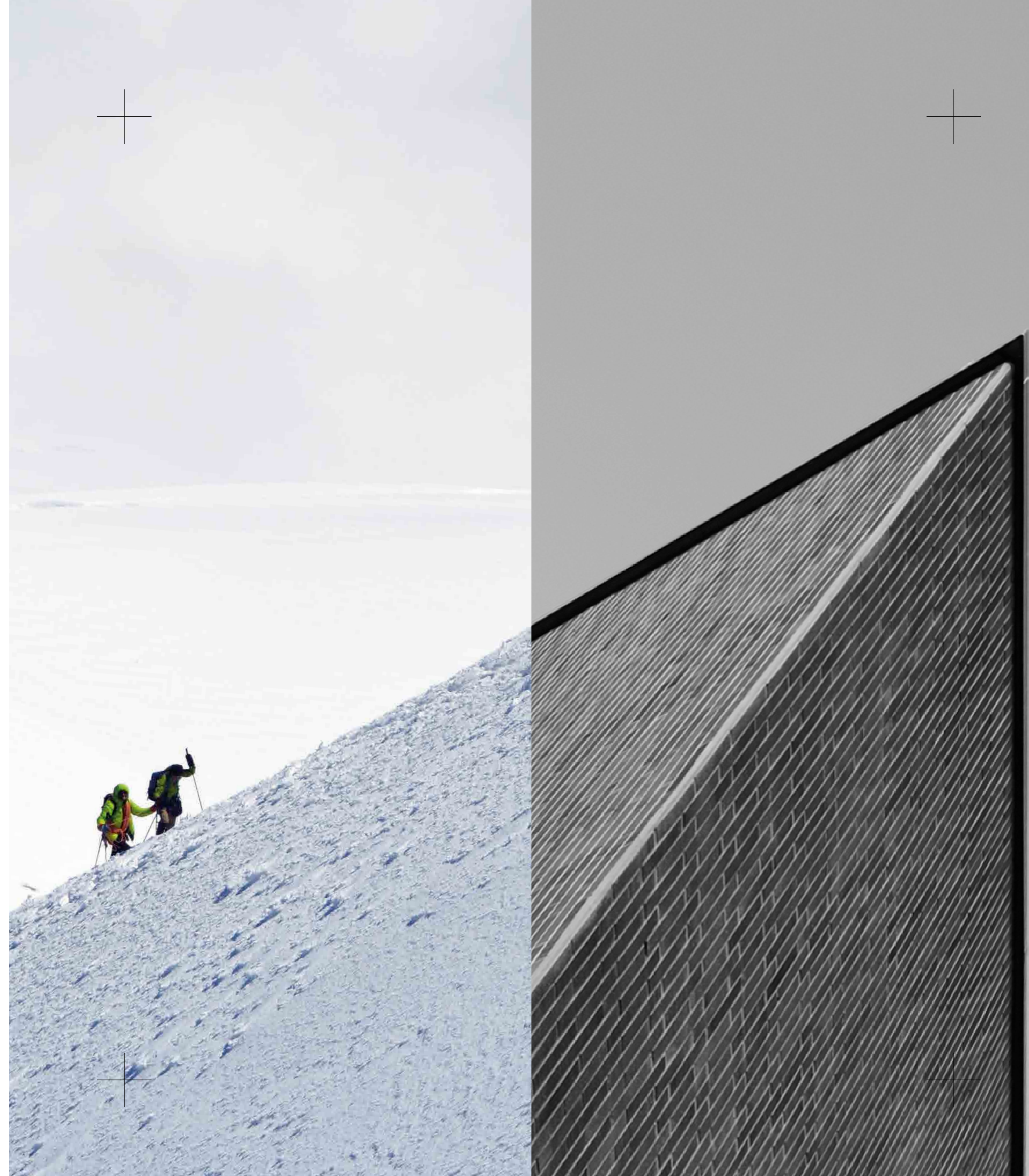




# BEING SWISS

Robust, sporty, and sleek, yet also refined, intriguing, sophisticated: the new ARMURE MU03 is a world of its own. Equipped with nO-Ring® mechanical direct-seal gasket-free water-tightness technology, the latest addition to MAURON MUSY is not only water-resistant to 300m, but also splash-proof and easy to handle under water. An avant-garde partner ideal for all settings, including the most hostile environments.

Entirely attired in anti-allergenic titanium, immediately recognisable by its industrial design and brushed finishes, it is just as well teamed with adventurers' gear as with an evening outfit. This intrinsically noble model houses an exclusive Manufacture movement. The ARMURE MU03 is undoubtedly the first watch with a maintenance-free five-year guarantee.





# ENGINEERING: CALIBRE MM01

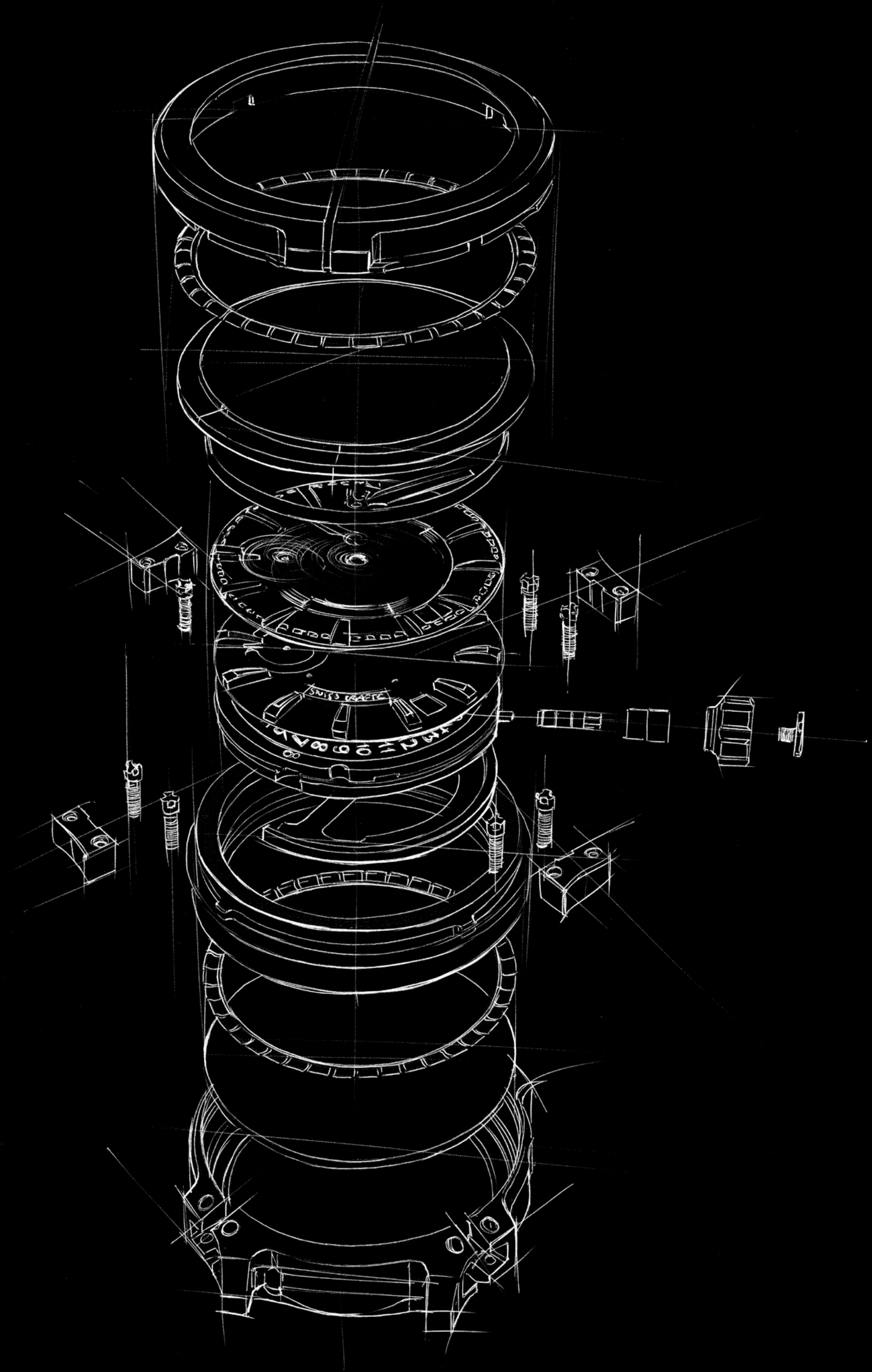
The in-house mechanical self-winding movement of this 2019 model is endowed with an optimal 55-hour power reserve. This exclusive Calibre MM01 was developed in collaboration with the Manufacture La Joux-Perret. Driving the hours, minutes, small seconds and date functions, it features a unique high-end decoration: for the first time at MAURON MUSY, the bridges and oscillating weight have been hollowed out and microblasted in the centre, satin or sunburst-finished around the rim, in order to highlight the various inscriptions appearing in relief. Also featured on the case-back, this extremely sophisticated finish endows the model with a resolutely industrial character.



# TECHNOLOGY: NO-RING® CASE

The likewise entirely in-house made case represents an authentic watch exterior complication in its own right. MAURON MUSY is the only watch brand in the world to have developed a mechanical gasket-free water-tightness system. The result is a watch completely free of the costly maintenance associated with the ageing of these polymers.

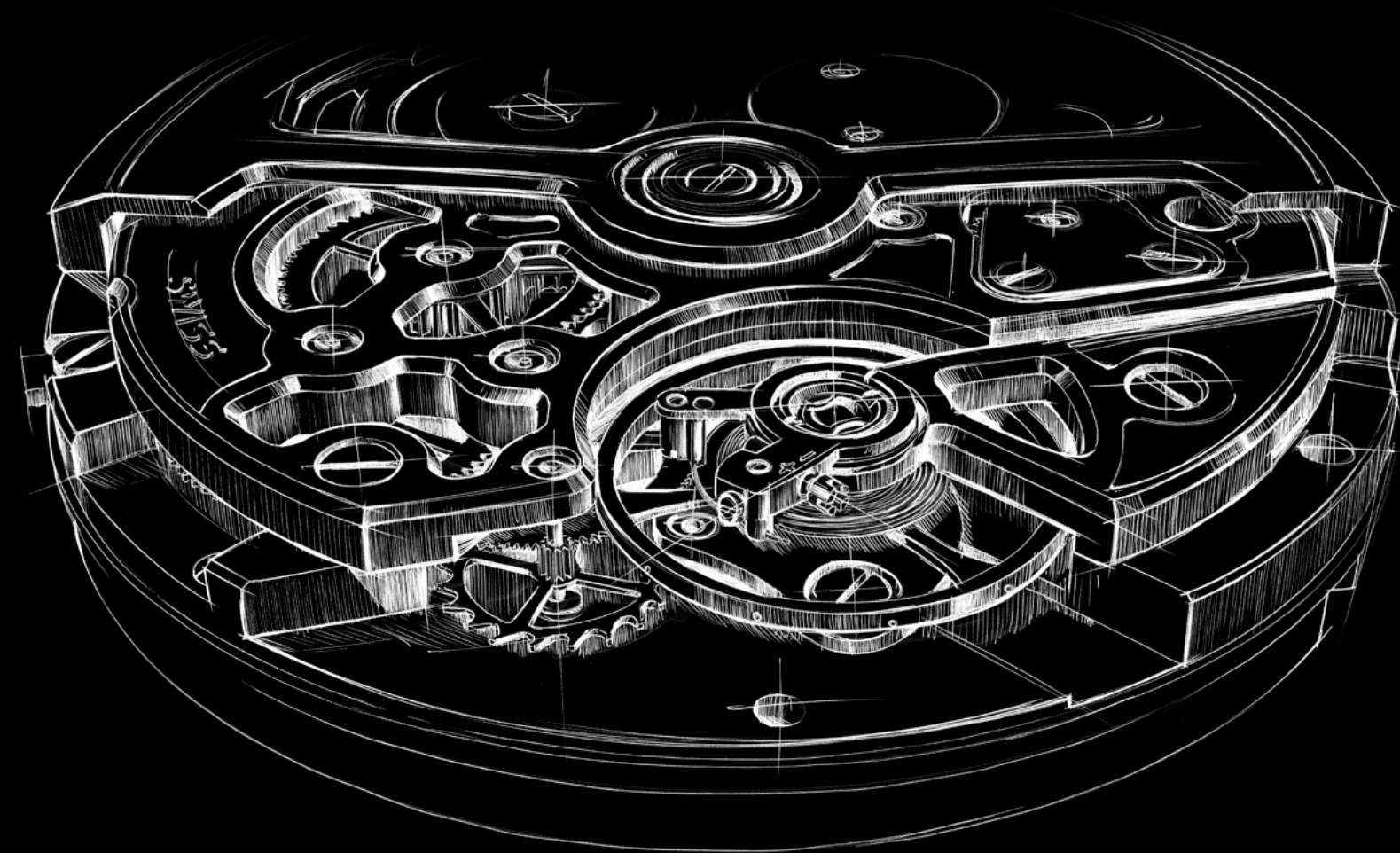
Inspired by the mechanical principle of the clamp brace, the patented nO-Ring® technology requires 36 highly technical elements, compared to about ten components for a traditional case. The highly specific design of the ARMURE MU03 is a direct result of this innovation, presented as a world premiere in 2015.





# DESIGN AND CREATION: SWISS CRAFTED

On the front side, the in-house dial features a sandwich structure composed of two superposed metal plates. The upper part features a finely microblasted surface finish and a curved snailed pattern in the centre and on the small seconds counter. In the same spirit as the movement bridges, the hour-markers and cartouches on the lower dial are machined using the champlévé technique, highlighting the polished script appearing in relief. As for the case, its angles have been softened and its surfaces satin-brushed. The MU03 ARMURE is delivered with two rubber and leather straps featuring a tool-free change system.



**SWISS**   
**CRAFTED**



# ABOUT MAURON MUSY

Founded in 2013 in the Broye Valley, in the heart of the Three Lakes region at the foot of the Swiss Jura, the MAURON MUSY brand was born from the passion of two men: Eric Mauron and Christophe Musy. Driven by the same determination, the two experts in precision mechanics took many months to develop and ensure the reliability of the patented nO-Ring® technology, a real breakthrough innovation that guarantees a perfect gasket-free seal.

These pioneers of the watchmaking industry thus set their own course, outside the traditional circuits, driven by constant concern to offer «Swiss Crafted» products. An appellation certifying that 100% of the watch was designed and produced and in Switzerland. Much more than a label, “Swiss Crafted” corresponds to an industrial manifesto defended by MAURON MUSY.





# TECHNICAL SPECIFICATIONS

## MOVEMENT

Exclusive self-winding Calibre MM01 in-house made by La Joux-Perret / 33 mm in diameter / 6.55 mm thick / 25 jewels / Frequency of 28,800 vph (4 Hz) / 55-hour power reserve / 149 components / Polished steel Swiss lever escapement / Gilded Glucydur balance wheel

## FUNCTIONS

Central displays of the hours and minutes / Small seconds at 9 o'clock / Date appearing through a window between 4 and 5 o'clock

## FINISHING AND DECORATIONS

Snailed and hollowed bridges with microblasted structure, anthracite NAC coating / Diamond-polished angles / Microblasted mainplate, anthracite NAC coating / Sunburst and nickel-plated pallet bridge / Rhodium-plated and circular satin-brushed gear wheels / Steel screws with polished heads / Snailed tungsten oscillating weight with anthracite NAC coating

## CASE

Grade 5 titanium / 44 mm in diameter / 14 mm thick / 36 components / Glareproofed sapphire crystal and back / Water-resistant to 300 m (30 ATM)

## DIAL

Sandwich-type structure composed of two superimposed metal plates / Microblasted texture / Central domed snailing / Polished champlévé hour-markers and cartouches, hollowed by chemical engraving / Diamond-polished hands

## STRAP

Delivered with two leather and rubber straps enabling tool-free interchangeability / Folding clasp in grade 5 titanium

## SPÉCIFIC FEATURES

Five-year guarantee / Stamped with the "Swiss Crafted" inscription (meaning 100% made in Switzerland) / nO-Ring® technology by MAURON MUSY





## PRESS RELEASE CONTENT

[Click here to access the press release's images.](#)



Armure Mu03-101 Black



Armure Mu03-102 Blue



Armure Mu03-103 Graphite



Armure Mu03-104 White



Armure Mu03-105 Brown



Armure Mu03-106 Rhodium



Armure Mu03-201 Black



Armure Mu03-211 Light Blue



Armure Mu03 Collection



Armure Mu03-102 Blue



Armure Mu03-102 Blue



Armure Mu03-102 Blue



Armure Mu03-102 Blue, Back



Armure Mu03-102 Blue, Front & Back



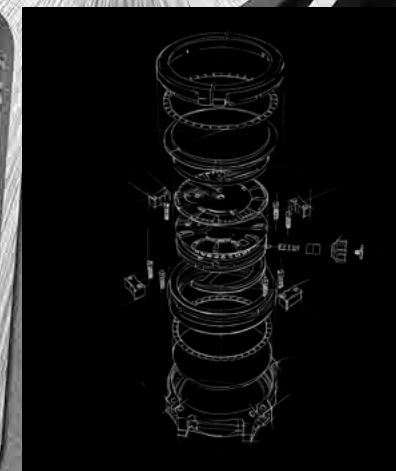
Armure Mu03-201 Black



Armure Mu03-201 Black, Back



Armure Mu03-201 Black, Front & Back



nO-Ring® Technology



Calibre MM01



Calibre MM01



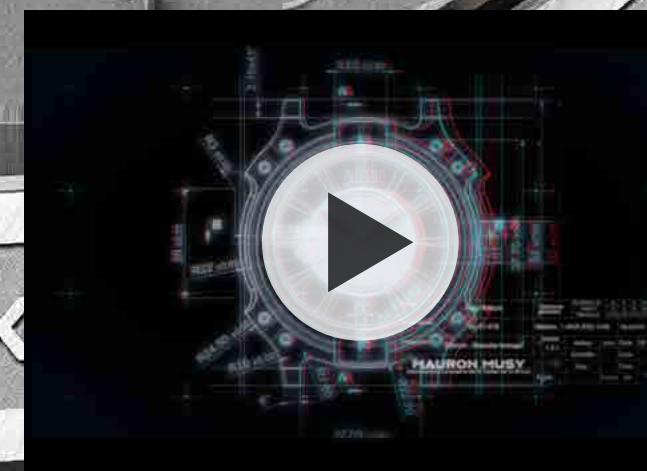
Calibre MM01



Manufacturing & Control



Mauron & Musy, portrait



Video: Mauron Musy - Innovative Watch Engineering



Manufacturing & Control



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**MAURON MUSY**  
INNOVATIVE WATCH ENGINEERING

**MAURON MUSY**  
MANUFACTURE HORLOGÈRE  
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