

PRESS RELEASE

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B.R.M CHRONOGRAPHES PRESENTS ITS COLORDRIVE COLLECTION – THE ART OF AUTOMOTIVE METALLIZATION ON YOUR WRIST

B.R.M Chronographes unveils an exclusive collection born from its collaboration with ODS Carrosserie, a specialist in automotive surface treatment for prestige and high-end vehicles. This unique partnership brings watchmaking closer than ever to the mechanical world by applying to watch dials, a process directly inspired by the bodywork of sports cars.

A SHARED EXPERTISE DEDICATED TO MECHANICAL PASSION

Behind the ColorDrive collection lies the meeting of two French houses, each an expert in its field. B.R.M Chronographes, an independent watchmaker renowned for its bold mechanical creations, and ODS Carrosserie, a master in the art of automotive surface treatment and coloring. Together, they have combined their artisanal expertise to create daring timepieces—a perfect fusion of watchmaking and automotive craftsmanship.

A METALLIC DIAL SHINING LIKE A CAR BODY

ColorDrive is a collection with a unique finish, showcasing dials enhanced by a treatment identical to that applied to the bodywork of the most stunning sports cars. Meticulous polishing, high-precision paint application, and intense metallization—each step imbues these timepieces with an unparalleled brilliance and a vibrant finish.

Inspired by hypercar bodywork, the dials first undergo an ultra-smooth hand polishing process, ensuring optimal paint adhesion. Then, a precise blend of colors and pigments is applied in multiple ultra-thin layers using HVLP (High Volume Low Pressure) spray guns. This technique creates dynamic reflections that subtly shift with the angle and lighting, bringing each shade to life with a captivating interplay of depth and luminosity.

The dials are then perfected with several layers of transparent varnish, protecting the paint while creating a spectacular mirror effect that captures and reflects light beautifully.

The result: a deep, radiant finish, vibrant colors, and a striking metallic effect—immediately evoking the world of high-performance automobiles.

COLORDRIVE: THE AUTOMOTIVE SPIRIT ON YOUR WRIST

The dial, the centerpiece of this bold collection, adorns a watch with a sporty titanium case featuring a checkered design, enhanced by a ceramic surface treatment. The polished lugs are attached, and the tachymeter is subtly printed on the sapphire crystal. As for the mechanism, the automatic movement and the three Shock Absorber shock absorbers ensure flawless performance in any situation.

With this collection, B.R.M Chronographes takes its passion for mechanics even further. By incorporating a process directly inspired by the automotive world, the brand strengthens its identity and its connection with enthusiasts. Each model has been designed to leave a lasting impression, combining sleek and technical lines with vibrant, metallic colors. Wearing a timepiece from the ColorDrive collection is a bold statement of passion for motorsport.

> *" The passion for mechanics is what drives me every day. This collection gets as close as possible to the very essence of that passion, blending watchmaking with automotive engineering. Each timepiece is an extension of this deep love for automotive craftsmanship. It incorporates the art of automotive bodywork directly into the heart of the watch, offering every enthusiast a way to wear their passion for cars on their wrist.."* **Bernard Richards, CEO B.R.M Chronographes**

> *" This collaboration with B.R.M Chronographes pays tribute to the art of bodywork. It was our first time applying our expertise in automotive surface metallization to such intricate pieces. The result is truly remarkable: unique timepieces that capture the very essence of prestigious automobiles."* **Olivier de Stefano, CEO ODS**

Discover the ColorDrive collection now on brm-chronographes.com.

HD IMAGES

TECHNICAL SPECIFICATIONS

Case made from a solid block
Diameter: 44 mm
Material: Checkered titanium, colored ceramic treatment
Lugs: Stainless steel
Crown: Stainless steel
Glass (top and bottom, case back and bezel): Sapphire
Screws: Fine stainless steel
Weight without strap: 79g

ODS Dial
Color: Metallic blue or red
Decals: Light gray
Shock absorbers: White
Hands: Perforated white hour and minute hands with Superluminova®-coated tips, France flag second hand

Automatic movement 2824/2
Round automatic winding caliber
Frequency: 28,800 vibrations per hour
Jewels: 25 jewels
Thickness: 4.60 mm

Functions
Stop-seconds mechanism
Screw-down crown
Movement ring mounted on shock absorbers
Power reserve: 38 hours
Hours, minutes, central seconds
Date at 6 o'clock
Water resistance: 100 meters

Strap: 22x19 mm
Material: Rubber or Alcantara
Buckle: Solid stainless steel machined buckle

Available colors: Blue, Red
Limited edition: 25 pieces per color

Retail Price: €5,900 (incl. taxes)
Product page link: https://brm-chronographes.com/en/v6-44-sa/69388-v6-44-sa-colordrive-blue.html

ABOUT

B.R.M Chronographes

Founded in 2003, B.R.M Chronographes is a French watchmaking brand born from the unwavering commitment and passion for precision mechanics of its founder, Bernard Richards.

Entirely independent, this manufacture, nestled in a peaceful haven in the Vexin region, produces only unique timepieces, each meticulously hand-finished and fully customizable through an online configurator.

Using cutting-edge materials such as stainless steel, titanium, carbon, Fortal® HR, and Makrolon®, the brand offers exceptional handcrafted products tailored to motorsport enthusiasts.

In 2021, the French manufacture was awarded the "Entreprise du Patrimoine Vivant" (Living Heritage Company) label by the French government—a recognition of its outstanding craftsmanship, as well as its continuous technological and environmental commitment.

ODS Automobiles

ODS Automobiles is a French body shop specializing in the restoration of prestigious and classic vehicles. Founded by Olivier de Stefano in 2002, the company now employs 12 skilled professionals. Painting and metalwork are at the core of its expertise, with the team's strength lying in both experience and complementary skills.

A specialist in Porsche, Ferrari, and Jaguar, ODS serves a diverse yet demanding clientele. Many of the vehicles entrusted to its care are regularly seen in competitions, exhibitions, racetracks, and concours d'élégance throughout the year.

Preserving authenticity is a fundamental value for ODS and its clients. The team strictly adheres to original parts, follows manufacturers' recommendations, and possesses in-depth knowledge of the models it restores and maintains—ensuring every vehicle retains its heritage and excellence.

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