



PRESS RELEASE

Free for release after: February 08, 2022 at 2pm

Leica presents the LEICA L1 and LEICA L2 watch models

Wetzlar, 8th February 2022. Quality and design, functionality and durability, engineering excellence and long-term vision: these are the guiding principles of Leica Camera AG. For more than 150 years, focusing on the essential has been at the core of Leica's brand culture. This also applies to the latest additions to the Leica family: the LEICA L1 and LEICA L2 – two remarkable timepieces with a patented push crown.

The design of the LEICA L1 and LEICA L2 draws inspiration from previous engineering masterpieces made in Wetzlar. The watches' exterior was conceptualized by Professor Achim Heine, who has designed numerous Leica products in the past – giving him a profound understanding of the company's aesthetic principles. As a result, the LEICA L1 and LEICA L2 contain subtle references to signature features from Leica's rich history. These include, for example, the delicate design of the watch hands and applied indices, the shape of the intricate stainless-steel case, the special knurling on the crowns, and the domed watch glass that recalls the front element of a camera lens.

Both models are powered by a complete newly developed mechanical movement with manual winding. The movement is visible through the transparent back made of resilient sapphire crystal. Maintaining the 'Made in Germany' designation was extremely important to Leica, which is why the company entered into a partnership with Lehmann Präzision GmbH. As a result, the movement and most of the watches' components were developed and produced in the Lehmann factory in Germany's Black Forest region, ensuring an exceptional level of vertical range of manufacturing.

The Leica watches are a perfect combination of design and mechanical engineering. Besides the domed front crystal and the flat transparent back made of scratch-resistant sapphire

crystal with double-sided anti-reflective coating, both watch models are distinguished by the patented push crown and its correlating status indicator on the dial. The push crown's ability to reset the small second hand to zero is also a unique feature and adds yet another practical purpose to this aesthetically pleasing design element.

Professor Achim Heine explains: "Together with Markus Lehmann, we expanded and fine-tuned the idea of the push crown. In contrast to conventional designs – whereby the crown must be pulled out to stop the movement and adjust the time – we wanted the crown to be pressed down, like the release button of a camera. The moment you push the crown, the watch stops and the small second hand jumps to zero. Another click releases the movement again. This is an unusual detail that perfectly fits in with Leica."

Dr. Andreas Kaufmann, Chairman of the Supervisory Board and majority owner of Leica Camera, adds: "I am very happy that this long-term project is now ready to be presented. I believe that, together with our partners, we have succeeded in developing a watch 'Made in Germany' that is representative of Leica and embodies the values of our premium brand."

Markus Lehmann, Managing Director of Lehmann Präzision GmbH, commented on the collaboration with Leica Camera: "We have previously built precision machines for Leica, independently of this project. It has, of course, been very interesting to work with Leica in two such different areas – whereby the watch project was, and is, a project very close to my heart."

The LEICA L1 and the LEICA L2 will be available at select Leica Stores, starting from 8th February 2022*. The price is €9,500.00 for the LEICA L1, and €13,500.00 for the LEICA L2; VAT included in both cases.



About Leica Camera

Leica stands for craftsmanship, design and experience. With over 100 years of history, the brand represents a beautiful combination of art and engineering with the future of form and

functionality. Based in Wetzlar, the original birthplace of Leica, the German company is an internationally operating, premium-segment manufacturer of cameras and sport optics products. Leica's legendary status is founded on its long tradition of excellence and supreme quality found in their cameras and lenses. Leica are committed to supporting the creation and preservation of iconic photography, past, present and future and the artists behind them.

For more information about Leica visit uk.leica-camera.com or follow the company on social media

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TECHNICAL SPECIFICATIONS

	LEICA L1 L2	LEICA L2 ONLY
Calibre	L1	L2
Movement type	Manual winding	
Amplitude	28.800 A/h, 4 Hz	
Jewels	26	
Power reserve	60 hours (minimum)	
Complications	Hours, minutes, small second, date window, power reserve indicator with gradually closing blades	Second time zone GMT 12-hour bezel, day/night indicator
Dial GMT bezel Date window	Material: high-strength aluminium, Colour: matte black with white markers; rhodium-plated and diamond-plated indices, watch hands and appliqués in the sub-dial	
Case Material	Stainless steel (316L)	
Diameter	41 mm	
Height	14,5 mm	
Finish	Highly polished as well as satin surfaces, bevelled edges	
Front glass	Domed sapphire crystal glass, anti-reflective coating on both sides, scratch-resistant coating, screw-mounted	
Transparent back	Flat sapphire crystal glass, anti-reflective coating on both sides, scratch-resistant coating, screw-mounted	
Water resistance	50m 5 ATM (ISO 2281 standard)	

Push crown	Patented push crown (for manual winding and time setting) with red ceramic insert; date pusher	GMT crown
Strap	Veal leather, black with matching stitching, red inner side	Alligator leather, matte black with matching stitching, red inner side
Buckle	Tang buckle, stainless steel, milled, polished and brushed, with LEICA engraving	
Special features	The crown has to be pushed in order to adjust the position of the hands, and to reset the small second hand to zero. Power reserve indicator with gradually closing blades	Day/night indicator for second time zone

***The Leica watches will be available starting February 8th 2022, at the following Leica Stores.**

Asia	China	Leica Store Shanghai Xintiandi
	Singapore	Leica Store Raffles Hotel Arcade
	Japan	Leica Store Tokyo Ginza
America	USA	Leica Store Los Angeles
Europe	Germany	Ernst Leitz Werkstätten Store Wetzlar
	Austria	Leica Store Vienna
	Russia	Leica Store Moscow GUM
Middle East	United Arab Emirates	Leica Store Dubai Mall