

Anhand von Untersuchungen der Marketingabteilung der renommierten Fachzeitschrift „Armbanduhren“ nimmt „Poljot-International“ unter den 20 populärsten Uhren ihrer Leserschaft den 6. Platz ein und lässt dabei Marken wie „Maurice Lacroix“, „Swatch“, „Seiko“, „Tissot“ und „Patek Philippe“ hinter sich.

In den Mediendaten der Fachzeitschrift „Armbanduhren“ gibt es die Information, daß heute fast jeder 7. Leser eine „Poljot-International“-Uhr besitzt.

ARMBANDUHREN Media-Informationen 2004

gültig ab Ausgabe 1/2004

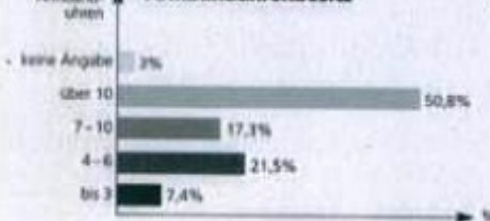
Ausgeprägte Konsumorientierung und Qualitätsbewusstsein bestimmen die Freizeitaktivitäten und Interessen der ARMBANDUHREN-Leser:

Freizeitaktivitäten und Interessen

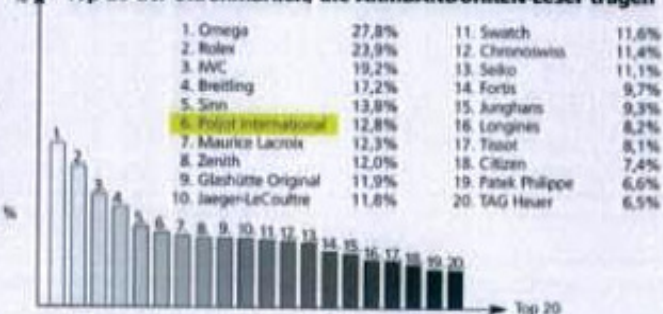
Automobile	46,5%	Unterhaltungselektronik	30,9%
Reisen	41,2%	Oldtimer	25,1%
kulinarisches Essen & Trinken	32%	Möbel & Gebrauchsdesign	22,3%
Schmuck/Schreibgeräte/Luxusaccessoires	31,8%	Mode	18%

ARMBANDUHREN-Leser sind anspruchsvoll und schätzen das Prestige einer Marke. Sie besitzen meist mehrere Luxusuhren:

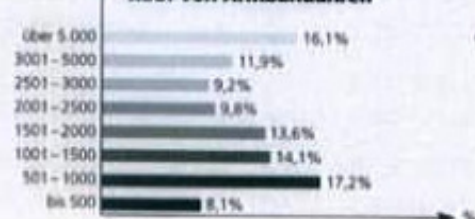
Armbanduhrenbesitz



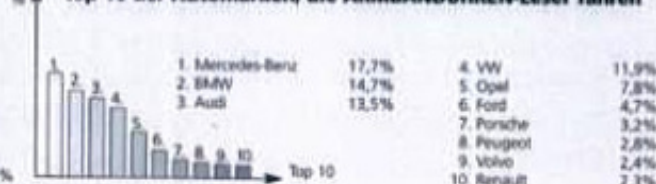
Top 20 der Uhrenmarken, die ARMBANDUHREN-Leser tragen



Ausgaben pro Jahr für den Kauf von Armbanduhren



Top 10 der Automarken, die ARMBANDUHREN-Leser fahren



BORN IN RUSSIA - MADE IN GERMANY

The roots of the brand "Poljot-International" lie in the establishment of the "First State Watch Factory" in the 30s of the last century in Moscow. In 1961, after the first flight of an inhabitant of our planet into space, the products of this factory have been given the name "Poljot" (the flight). In 1992, the distribution company "Poljot-V GmbH" was founded in Frankfurt/Main (Germany), which already in 1994 under the guidance of its director, Mr. Alexander Shorokhov, proceeded with the creation of a new brand "Poljot-International".

On the one hand, continuing the Russian traditions of the brand "Poljot", the newly founded watch brand "Poljot-International" has been choosing a fundamentally new way of development by using new high-quality material for the watch production, by creating an own modern design, high quality assembling of watches and a severe systematic process control.

The projecting works, manufacturing and certifying of watches and also the service were organised in Germany, as a result of which the company could become completely independent and evolve its own development strategy. In the same year the company joined the "Federation of German Watch Producers".



Picture 1: Watch manufacturer in Alzenau, Germany.



Picture 2: Watch masters' department.



Picture 3: Precision work with the movements.



Picture 4: Quality assurance.

Due to the historical background the attention of the watch collectors and specialists is quickly pointed to the brand "Poljot-International". This successful development of the brand „Poljot-International“ made it possible for the company to occupy a place under the leading watch manufacturers in the middle price sector. These watches are now distributed in more than 35 countries of the world.

In the last year we have not only reworked and assembled watch movements, but new movements were designed and built in our workshop. Thanks to this novelties the collection could be completed by the "Regulator", the "Regulator with open barrel" and the watch „Baikal“ with moon-phases display.

In the present, all watches of „Poljot-International“ are made in Germany. Nevertheless you can feel and see the charm and smoothness of the design, the dextrous hands of the watchmakers, the warmth of the Russian soul and of course their love to Russia.

UNIQUE COLLECTION

A young creative team connects its own ideas with the new trends and achievements of the international watch industry. Many models of the watch brand "Poljot-International" such as „Basilika“, „850 years Moscow“, „Tsars of Russia“, „Moscow Nights“, „Nikolai-II“ and „Gorbachov“ were several times honoured at international shows and competitions.

The chronograph „Gorbachov“ was dedicated to the 70th jubilee of the first president of the USSR, Michael Gorbachov. The guilloché dial of this watch shows the Russian and the Soviet banners symbolising the change from the USSR into the Russian Federation. The model is limited to 1000 pcs.



Picture 5: The model "Gorbachov."



Picture 7: The legendary cosmonaut Alexey Leonov who was the first man in open space



Picture 6: Cooperation with M. Gorbachov for production of his watch.



Picture 8: Alexander Shorokhov and A. Leonov presenting the new watch "Tourbillon - Strela-II"

In 2007, A. Shorokhov met in Moscow the legendary Soviet cosmonaut Alexey Leonov, who was the first man to step into outer space leaving his space ship. A. Leonov was not only the first man who saw our wonderful planet from the darkness of space, but also the leader of the Soviet-American "Sojus-Apollo"-Team. At the international watch Fair «Basel World 2007» visitors and connoisseurs could already see and enjoy this watch model "Strela-II". It has a tourbillon movement which is reworked in manufacturer of "Poljot-International". Owner of the first watch of this series is A. Leonov who commented this watch briefly "A watch as a watch should be".

UNIQUE COLLECTION



"BAIKAL" - HAND WINDING AND AUTOMATIC CHRONOGRAPHS, HAND WINDING CHRONOGRAPH WITH MOON-PHASES

The clear, undulating lines on the enlarged, wide dial attract attention like a magnet. The grandeur and beauty of the "Siberian sea" are captured in the timeless design of the watch.



Looking through the sapphire glass, you can enjoy the perfection of the gold plated and refined movement with "Geneva Stripes". The model with moon-phase indication is available in classical and unusual dial colours such as "sand" or "cherry". This popular line is offered with stainless steel cases, gold-plated cases or gold cases (d = 43 mm, h = 12 mm).

Movement: cal. 3133. Poljot or 31679. with moon-phases, 23 ruby jewels, 21600 A/h, running reserve approx. 42 hours, gold-plated and refined with "Geneva Stripes"

Functions: stop-function with summing-up action, side seconds, sweep-type seconds hand from centre, minutes counter, calendar. Case: polished/brushed stainless steel with screw-type glass back, sapphire glass, 5 atm.

UNIQUE COLLECTION



REGULATOR & REGULATOR WITH OPEN BARREL
HAND WINDING

The regulators with open or closed barrel are of special interest for fans of the technical aspects of watches. The first regulators were used in observatories. Their accuracy was extremely high and the time deviation per day amounted to only fractions of a second. Later on, calibrating devices used for time equalising were called „regulators“.

Here, the large luminous minute hand and the enormous figures indicating the minutes definitely stand in the limelight. The hours and the seconds hand are located in the upper and side part of the dial respectively. The open barrel permits a view of the "inner life" of the movement you can watch the winding spring slowly release during the course of the day. The movement was developed and is also produced in the manufacturer of "Poljot-International".



Movement: calibre 9031. "P-I, 18 ruby jewels, 18 000 A/h, 36 hours running reserve. Functions: hours from extra scale above on the right, minutes from centre, seconds on the left. Case: stainless steel with glass back, 43 mm, h = 12,8 mm, sapphire glass, 5 atm.

2008



In 2008 will be presented the new watch brand "Basilika". Actually, it is not new because the first and undoubtedly most successful watch series of the brand "Poljot-International" has just the same name - "Basilika". Over many years, this name became a byword for the whole watch brand like a pseudonym. That's why the registration of "Basilika" as new brand name in 2007, was a logical consequence of its successful establishment in the market.

The new brand which also will be produced in Germany is continuing the traditions of innovation of the brand "Poljot-International" and will delight the watch collectors and connoisseurs by further development of new modern designs, technical and constructive innovations.

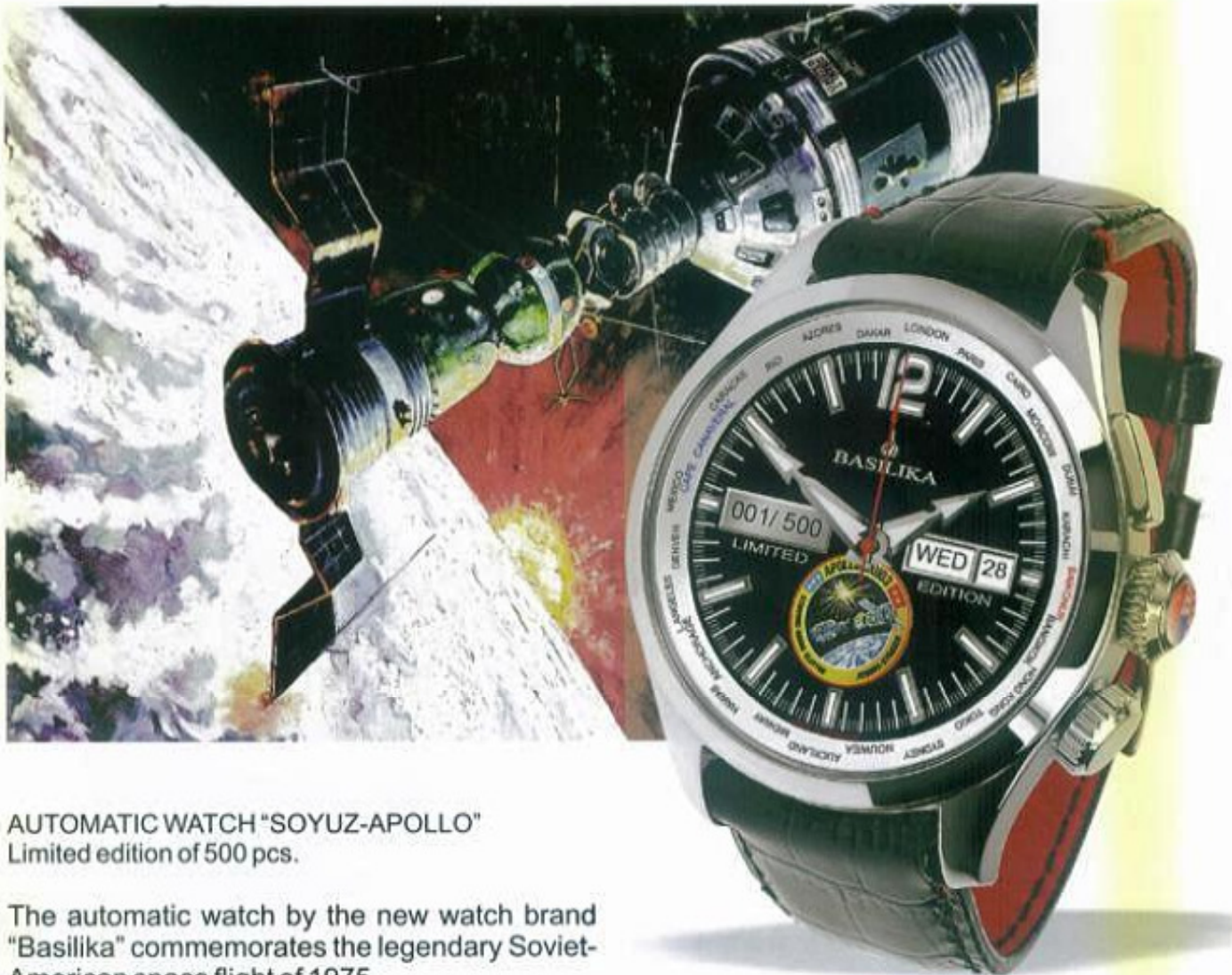
More than ever, the attention will be directed to the watch details, the quality of the products and assembling works and the after-sales service.

"Big second", mechanical watch

d = 43,0 mm, h = 12,4 mm

The red second hand in front of the silver coloured dial attracts the attention of this watch.

The original design ephazises the importance of each second of life. The stamped bezel of the stainless steel case and the embossed guilloched dial look very harmonic and stylish. The watch has sapphire glass on top and a glass back. The movement is decorated with "Geneva stripes". Water-resistance of 5 atm,



AUTOMATIC WATCH "SOYUZ-APOLLO"
Limited edition of 500 pcs.

The automatic watch by the new watch brand "Basilika" commemorates the legendary Soviet-American space flight of 1975.

With this flight, the Soviet crew of the space ship "Soyuz" under A. Leonov's command and the American crew of the "Apollo" under T. Stafford's command managed to suspend the "Cold War" for a moment in time. It was without a precedent in history that space ships from two different nations docked to each other. The world press dubbed this extraordinary event the "Handshake in Orbit".

The multiple-function watch "Soyuz-Apollo" is equipped with an automatic movement and double barrel, creating successful links between peoples, nations and time zones. By simply moving the crown you can, for example, find out what time it is in Tokyo or New York, in Sydney or in Moscow. Aside from the "world time" display, the watch also has a "Day & Date"- display. The large stainless steel case with a diameter of 45 mm is provided with a glass back, which allows a peek at the movement's work.

On the dial you will find your personal watch number designating the edition, which is limited to 500 pcs.

A special leather strap with deployment buckle has been custom-made for this watch and the logo of the space ship "Soyuz-Apollo" lends it just another unique touch.

NEWS - 2009



**"SPACE LIGHT"
EXQUISITELY DESIGNED**

The latest exquisitely designed creation of the watch brand "Basilika" carries the name "Space Light".

Its dial is fitted with the three celestial bodies sun, earth and moon which are linked to each other through symbolised sunbeams.

Each of them fulfils its own function of indicating the seconds, the date and the moon-phases respectively.

The main function of the watch, to show minutes and hours, is carried out by two comet-shaped hands. The motor behind these functions is refined with "Geneva Stripes" and gold plated a beautiful hand winding movement that can be watched through the glass back.

A solid stainless steel case with noble and robust sapphire glass on the back protects this "cosmic watch" against possible "attacks" by outer forces.

Thanks to its conspicuous appearance this unusual and equally elegant mechanical watch is an adornment to any wrist and a significant eye-catcher at the same time..



**"YEKATERINBURG"
AUTOMATIC WATCH**

Situated close to the Ural Mountains, Yekaterinburg is one of the most imposing towns in Russia and was named after the Russian tsarina Katherine the Great (1729-1796).

In the same majestic way this new robust automatic watch with double barrel presents itself. The watch movement is grafted with "Geneva Stripes", its dial features lightly vaulted edges, and along with the elaborately adorned bezel the watch thus attains a distinct grandeur.

The stainless steel case, also available in gold plating, together with the sapphire glass and the glass back through which the refined movement is visible succeed in underlining the weight and significance of this model.