

Why Are Rolex So Expensive?

In order for a Rolex watch to be made available for sale it has to go through a ten step manufacturing process. Each one of these stages ensures that the watch meets the highest quality standards and will withstand the rigorous testing that Rolex requires.

The first component of the watch is that it is made waterproof. Back in 1926 Rolex made the world's first waterproof watch, the Oyster model. Now they use this technology in all of their models and continue to develop it to withstand even more extreme conditions, depths and temperatures of water.

The perpetual rotor is a vital element in the Rolex. It is a mechanical device which fits inside the watch and which utilises the wearer's movements to create and transmit energy in to the mainspring. This maintains the tension in the timepiece, ensuring the continued functionality of the watch.

The movement of the watch is contained in what Rolex call the oyster case. This is formed from a single block of metal and is similar to a miniature safe as it is virtually impenetrable.

The oyster case is covered by the case back. This is screwed on to the oyster case using a special locking device to ensure that it is watertight and will not work itself loose.

The knob used to wind the watch, embossed with the Rolex crown, fits snugly on to the watch and creates a seal around itself similar to that of a submarine hatch. This prevents water and dust from entering the watch and so helps to maintain the long life of it.

All of Rolex's watches are made from only the highest quality materials. Whether that be metal or precious stone, it is guaranteed to have passed the intense testing to ensure the quality is to the standards Rolex will accept.

Before the watch is tested by Rolex for its quality levels it is sent to the COSC, where it is studied, examined and tested for 15 days and nights to check that it can receive their seal of approval. They are looking primarily to ensure the watch will maintain reliability under the most extreme of conditions.

Once COSC have approved the watch it returns to Rolex for further quality control testing. This is done at every stage of the watches manufacture and each individual component is tested along the way, as well as the finished product.

The penultimate component of the Rolex watch is the Officially Certified Superlative Chronometer. This is the self-winding movement used solely by Rolex for their watches and it takes over a year to construct each one.

Finally, Rolex carry out their own intensive testing on the watch before it is sent to be sold. This testing places the watch in extreme conditions of temperature, depth and environment to check its mechanical excellence, as well as checking it for aesthetic discrepancies.

These elements all combine to create a watch which is to an exceptionally high standard, both in terms of the quality of its mechanisms and design levels. Only then are Rolex satisfied that it can be sold with their name on it.

Source: <http://www.articlecircle.com>

About the Author

Steve is dreaming to buy a Rolex, but doesn't have enough money yet. He hopes to earn some with his websites, you can see his Rolex related website at <http://www.rolexduplicate.com/>