



Press Kit
Only Watch 2023

Start your engine!

SINGER x GENUS

8-TRACK WATCH for Only Watch:

The collab'mobile

A watch that redefines the telling of time while offering a unique ***auto(e)motive experience.***

For this year's Only Watch charity auction, Genus and Singer Reimagined are rekindling the flame of the childlike sense of wonder that lies dormant in each of us, bringing back a flow of memories. "We all remember the stories we made up and the adventures we lived out playing with our little toy cars, which in turn, as adults, have nourished our dreams and passions for real cars. Matchbox, Siku, Majorette, Dinky Toys, Hot Wheels... scratched, scuffed, the paint worn down to the metal, all our little toy cars in the huge box at the foot of our bed or strewn on the playroom floor. These little toy cars, sometimes dented but always authentic, were so true, so real."

It's with these toy cars that kids set out to imagine wild chases, acting out frantic races, from morning to night! They were the emotional starting capital, the foundation of the passion for classic cars shared by two friends, Sébastien Billières, Master Watchmaker and Co-Founder of Genus, and Marco Borraccino, Designer, CEO, and Creative Director of Singer Reimagined. Fond memories!

Genus and Singer Reimagined is a fusion of the mechanical-aesthetic, the horo-kinetic, the auto-emotional that brings back childhood memories and the passion for miniature versions of the cars for "when we grow up".

The 8-Track Watch? It's the direct connection created for Only Watch, merging the aesthetic codes of Singer Reimagined with the innovative award-winning mechanics of Genus.

A miniature sculpture, fully hand-crafted of 18K gold measuring just 6mm, inspired by the silhouette of a vintage race car, gliding along a figure 8 racetrack...

It was Catherine Henry, COO and Co-founder of Genus, who sparked the attraction between the worlds of Genus' exceptional mechanics and Singer Reimagined's unique design, and the desire to create something tailor-made, fun in direct connection with childhood and for a good cause.

When the idea of incorporating a miniature car into the display complication was first raised, imaginations immediately shifted into high gear, sparks flew, and it was off to the races. Picturing the slot cars screaming around a racetrack, reliving those moments spent playing on the Polistil racetrack sets of their childhood, it teleported the 3 friends into a universe of memories, playful pursuits, and emotions.



The 8-Track Watch by Genus & Singer Reimagined speaks to the child in all of us. And it's off to the races...!

To enhance the experience, the winning bidder for the 8-Track at Only Watch 2023 Auction will be invited to experience the thrill of speed in a restored Porsche 911 re-imagined by Singer Vehicle Design, during the 2024 Client Drive Experience. The winning bidder will have the choice between two options:

Option 1: Goodwood Festival of Speed 2024

- 2 invitations to the event and full access to *Hospitality Singer Vehicle Design* on site.
 - Laps around the circuit as a passenger in a Porsche 911 restored and re-imagined by Singer. At the wheel will be an official Singer Vehicle Design driver.
 - Access to the track day with the possibility of driving laps with your own vehicle.
- (Hotels and transfers not included)

or

Option 2: Monterey Car Week 2024

- Access for 2 persons to The Quail.
 - Passenger rides in a Porsche 911 restored and re-imagined by Singer. At the wheel will be an official Singer Vehicle Design driver.
 - Access to the Track Day at Laguna Seca Raceway with the possibility of driving laps with your own vehicle.
- (Hotels and transfers not included).

The organizational details of the 8-Track Experience will be personally coordinated with the winning bidder for this one-off timepiece.

The 8-Track for Only Watch – the embodiment of childhood memories in a watch, for a charity initiative

The Racer

The 8-Track is a fusion of ideas, passions, mechanics and two watch brands: a watch with a Singer aesthetic in a case inspired by the iconic watches of the 60s and 70s, with a deep connection to the world of motorsports; the perfect setting for the exceptional mechanics of the display complication invented by Genus.

The racer's shape, the materials, colors, engravings – the 8-Track Watch is a meeting of minds between two brands, both iconoclasts in their own fields, both with a taste for and a natural attitude towards pushing the envelope beyond limits and conventions.

With its 43mm diameter and cushion-shaped case, the elongated edges at 6 and 12 o'clock seem to magnify the case band, prolonging the arc of tension. The crown is positioned at 4 o'clock. Mounted on a leather strap perforated like the glove of a racecar driver from another time, it truly is a racer's watch!

Under the hood

"Powered by Genus", the 8-Track was entirely conceived, developed, and assembled in Genus' workshop in Geneva. The Genus GxS-23-Ru caliber drives the **only watch in the world that has a racecar moving around a track while telling the time.**



The passing of the racer from one indicator disc to the other – the subject of a Genus patent application – recreates laps around a figure 8 racetrack. The discs that advance the micro-racer echo the rims of a sports car while maintaining the technical and functional traits required by the watch complication.

The Engine

The quiet power of the GxS-23-Ru caliber. Faithful to the foundations of Genus' watchmaking approach, it takes on a new form, as a micro-sculpted racer that zips around its track – yet another testament to the flexibility and versatility of this singular watchmaking brand.

Between the crystal and the movement, a miniature sculpted racer, only 6mm long, travels along a curvilinear path tracing a figure 8. As the racer progresses around the track, it indicates the tens of minutes. As for the hours, they are displayed on a black ceramic peripheral disk, with large Singer Reimagined design engraved numerals, treated with Super-LumiNova®; which move past the orange hour index at 6 o'clock.

At the center of the watch, no dial but a unique automotive display. In the background, the GxS-23-Ru caliber, whose components are designed and hand-worked by the Master Watchmaker. The finishes of the 390 components show the most meticulous care taken in their execution. It is the architecture of the GxS-23-Ru caliber itself that reveals the nature of the project. The freedom, flexibility, and openness it offers stem from its having been conceived in two parts. The first, which can be described as the foundational movement, groups the essential functions, including a single barrel. It ensures a power reserve of 50 hours, which is considerable given the complexity of the caliber and the masses in motion. The second, grafted on top of the first, contains the display complication module for managing the hour and the tens-of-minutes indications.

Team Genus x Singer Reimagined

What could be more logical for a car restorer than to work with an engine builder? What could be more natural for an expert in advanced mechanics than to work with a designer? In the profusion of watchmaking partnerships, this one holds the pole position.

The Style

Singer Vehicle Design performs restorations based on vintage automotive icons, adhering to parameters that can be completely defined with the owner, with the goal of creating, with each new project, a profoundly improved version of the legendary Porsche 911.

In 2009, Rob Dickinson founded the Singer Vehicle Design studio, bringing to life the most prestigious restomod specialist on the planet.

In 2017, Rob joined forces with Marco Borraccino, Design Director for major companies and watch brands, and a lover of cars, especially Porsches. Together, they created Singer Reimagined, a watchmaker's take on the Singer concept.

Their ambition is to reinvent and improve iconic watch functions by developing watch "engines" and complications that challenge conventional codes. The first of these watches, the Singer Track 1, redefines the very concept of the chronograph. Its 60s racing-inspired aesthetic codes and central chronograph with peripheral hour and minute indication radically challenged the status quo. When it appeared in 2018, it won the Best Chronograph Prize at the Geneva Watchmaking Grand Prix (GPHG).

Marco Borraccino, Co-founder, CEO, and Artistic Director of the Singer Reimagined watch brand is in constant pursuit of the free expression of his creative ideas and his passion for uncompromising design. As he explores new avenues, he draws on the rich culture and heritage of watchmaking to create watches that are remarkable, beyond our time.



The Engineering

Genus is driven by a desire to shake up the fundamentals of watchmaking, to amaze and surprise – to broaden the perspective of displaying time while respecting the values of tradition and craftsmanship in compliance with the high finishing standards of Swiss *Haute Horlogerie*.

Genus has originated a groundbreaking mechanical concept for telling time on a wristwatch. An unprecedented design, without a dial, without hands, the display complication centers around an innovation never attempted before. Two patents have been filed for this time indication system in which a mechanical component – the *genus* – moves freely from one orbit to another on a non-linear, intersecting trajectory of a figure 8, the symbol of infinity.

In 2017, Master Watchmaker Sébastien Billières, and entrepreneur Catherine Henry, took up the challenge and co-founded the Genus brand. For more than twenty years, Sébastien Billières had been collaborating with the greatest watchmaking *Maisons*, providing a wide range of services, particularly in the field of complication movements. As a certified Master Watchmaker, his long experience as a restorer, watchmaker, and even professor of watchmaking, combined with the entrepreneurial drive and experience of Catherine Henry, guarantees the legitimacy of Genus. Together, they develop refined architectural watches.

Genus unveiled its first model, the GNS1.2 WG, on the stage of the *Grand Prix d'Horlogerie de Genève* (GPHG) in 2019, where it was awarded the coveted *Prix de l'Exception Mécanique*. Since this spectacular world premiere, far from resting on these prestigious laurels, Genus has continued to push the boundaries of the display and redefine the telling of time.

CONTACTS

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Technical Specifications

DESCRIPTION

Watch name 8-TRACK WATCH for Only Watch

CASE

Material Steel
Thickness 15.46mm
Diameter 43mm
Crystals Sapphire with antireflective coating
Crown Steel, position at 4 o'clock
Water resistance Approximately 30 meters (3 ATM)

MOVEMENT

Caliber GxS-23-Ru, manual winding, manufactured in the Genus workshops in Geneva
Material Brass plate and bridges
Components 390
Rubies 26
Frequency 18,000 vph (2.5 Hz)
Power reserve Approximately 50 hours
Regulating organ Swiss anchor escapement, variable inertia balance
Divided into two parts: one for energy storage and transmission, the other for distribution and regulation.

DISPLAY COMPLICATION

Hours Peripheral disc
Tens-of-minutes 1 free-moving element circulating between two rotating foci (patent pending), having a stylized race car silhouette, hand-sculpted of 18K gold
Numerals & indicators Super-LumiNova™

READING THE TIME

At 6 o'clock: The hour
At the center: Tens-of-minutes, indicated by the miniature racer

STRAP & BUCKLE

Leather Smooth dark brown calf strap, perforated racecar driver style
Buckle Fold-over 2-part clasp, steel