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## The Singer Reimagined x Genus 8-Track Watch: A Nostalgic Automotive Thrill Ride On Your Wrist

THM Desk

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For this year's prestigious Only Watch charity auction, two iconoclastic brands - Singer Reimagined and Genus - have joined forces to create a truly unique timepiece that rekindles the childlike sense of wonder we all experienced playing with toy cars. The 8-Track Watch is a fusion of automotive passion, exceptional watchmaking mechanics, and joyful nostalgia.



At first glance, the 43mm cushion-shaped steel case with elongated lugs at 6 and 12 o'clock captures the iconic aesthetic of 1960s and 70s racing watches. But the real magic happens on the display. Instead of traditional hands, a miniature 6mm sculpted 18K gold race car glides around a figure-8 track, indicating the tens of minutes as it circuits between the dual rotating discs representing racetrack rims. The hours are displayed via large engraved and lume-treated numerals on a peripheral black ceramic disc.





Under the hood lies the groundbreaking Genus in-house GxS-23-Ru manual wind movement with an exceptional 50-hour power reserve. Two patented solutions make this display complication possible - the 390-component caliber is designed in two sections, with the main timekeeping module separate from the display module managing the car's orbital motion.



The creative minds behind this fusion are Marco Borraccino, design director of Singer Reimagined, and master watchmaker Sébastien Billières, co-founder of Genus. Singer is renowned for its "restomod" approach, reimagining iconic Porsche 911s as profoundly enhanced versions. Genus has made waves by completely rethinking the display of time through award-winning, patented complicated movements.





Beyond the wristwatch itself, the winning bidder will be treated to the ultimate automotive experience - the choice of driving a reimagined Porsche 911 courtesy of Singer Vehicle Design at either the 2025 Goodwood Festival of Speed or the 2024 Monterey Car Week.



With its whimsical yet luxurious design and clever horological ingenuity, the 8-Track Watch by Singer Reimagined and Genus perfectly encapsulates the pure joy and nostalgia of playing with toy cars as a child. For one fortunate collector, those treasured memories will be brought vividly to life on the wrist.