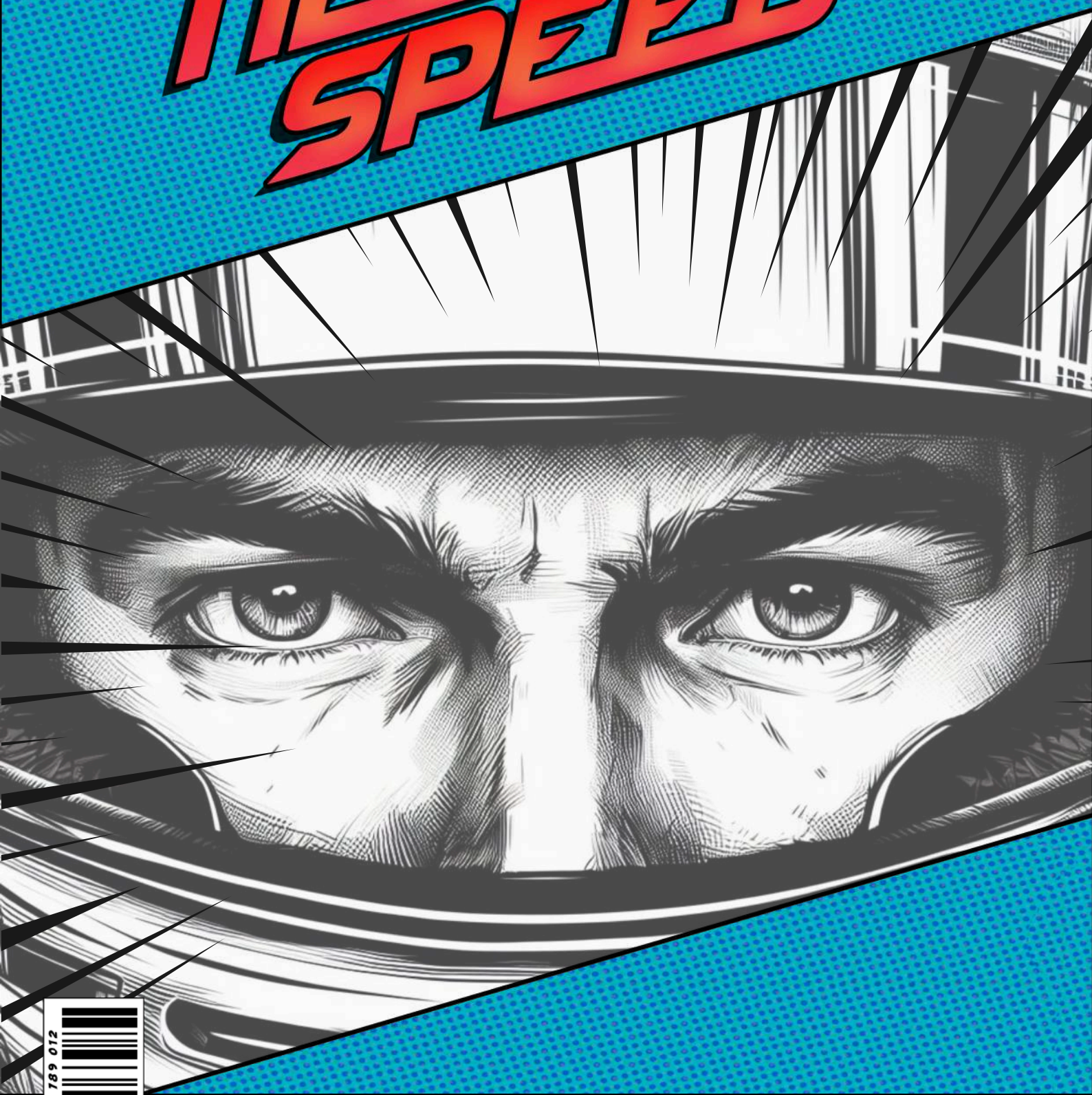
S

DEC
2023

SYE NEW COLLECTION

NEED FOR SPEED



123 456 789 012

4 WATCHES TAILORED FOR SPEED

SYE

AN URGENT

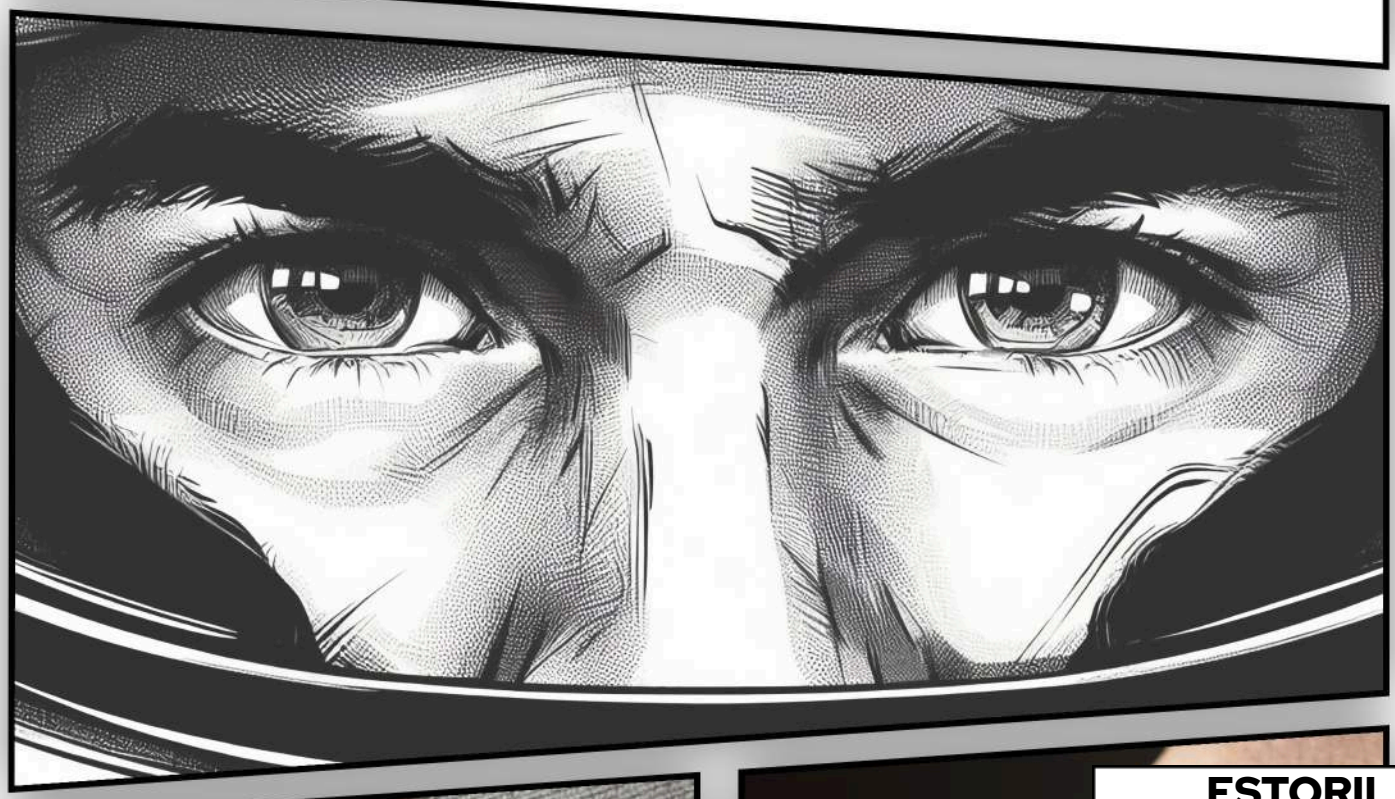
NEED FOR SPEED

Today, everything moves faster! Fractions of a second have become the norm, performance is measured in thousandths, and our lives are inexorably accelerating.

That's why SYE has stepped up the pace, unveiling a new collection that pushes the limits of speed and sportiness. For this launch: 4 sport-chic models that cultivate a taste for performance and a sense of racing.

So, ready to accelerate? Ride the asphalt, burn the rubber, twist the metal and strap on the leather!
And now, over to the watches...

ESTORIL & BULLITT



MOT1ON AUTOMATIC 24
& MOT1ON CHRONOGRAPH

ESTORIL

THE BLUE EPIC

For SYE, blue is a color apart, a signature that perfectly embodies our DNA.
This year we're putting it under the spotlights with the launch of two new models, Automatic 24 and Chronograph Estoril.
Estoril immediately evokes the glory days of Formula 1 racing, but the name is also strongly associated with the color of famous sports cars from across the Rhine. For SYE, it's a captivating color, with a thousand nuances and a laudatory reference to the automotive myth.
In selecting SYE's Estoril color, we also wanted to celebrate the Berlinettes' imprint on the winding, treacherous roads of the Alps. How could we forget their unique bodywork, legendary agility and distinctive blue hues? This heritage is reflected in the blue of our dials, which cover evocative hues from the Atlantic bordering Estoril to the blue of the Alpine lakes.

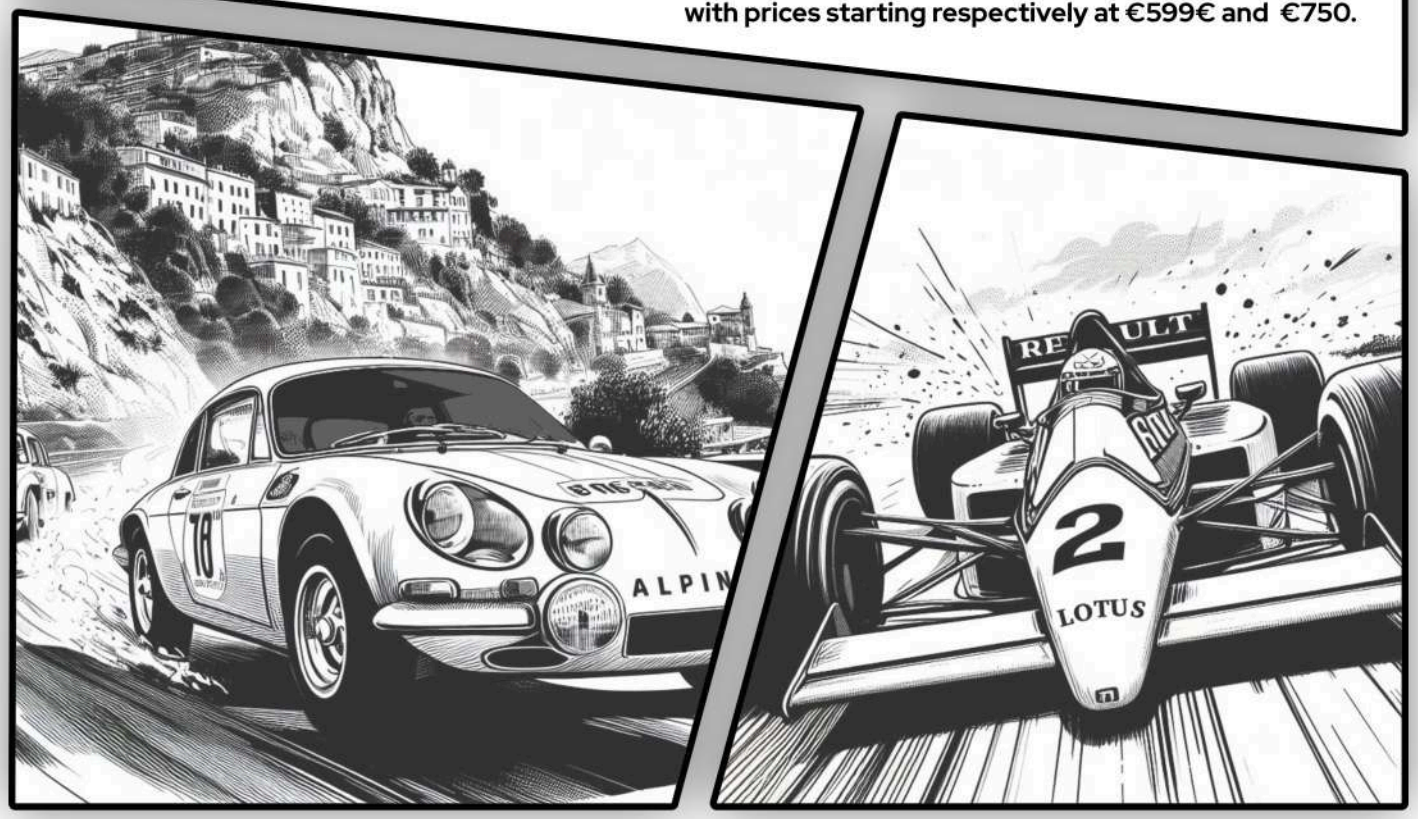
SPORTIVITY AND MAXIMUM LEGIBILITY

The Estoril dial is designed for efficiency without sacrificing style.
Like the bodywork and hubcaps, it plays on contrasts and boasts a sleek, highly legible two-tone blue/silver dial. Nothing is superfluous. The counters and tachymeter flange contrast perfectly, while the second hand is adorned in white to mark every fraction of a second.

BEWITCHING MATERIALS

The lines of MOT1ON Estoril watches, machined like an engine block, set the tone. Their impeccable finishes alternate with great precision: circular brushed steel all around the case, the polished bezel rim and the sophistication of the caseback with its bead-blasted areas. Not forgetting the anodized central screw for the ultimate touch of blue.
On the dial, the vertical brushed finish continues to catch the light. The fine circular brushing on the counters is done manually, like an ode to the meticulous work once done by hand on the noblest car bodies.

MOT1ON Automatic 24 and Chronograph Estoril
are available in December 2023
with prices starting respectively at €599€ and €750.



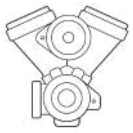
ESTORIL

CHRONOGRAPH

SPORT-CHIC WATCH WITH A PERSONALITY

- Stainless steel watch (316L)
- Fastback™ integrated strap
- 50m water-resistance
- 40mm diameter

PRECISE AND RELIABLE MOVEMENT



- Seiko meca-quartz
- Chrono 1/5 second
- Mechanical reset
- Hour, 24h, Date, Chrono, Tachy

MAXIMUM RESISTANCE

- Scratchproof sapphhire glass
- Anit-reflection coating

STRAPS ENGINEERED TO LAST

- 13 available straps
- Folding clasp
- Premium leather or steel

AND ALWAYS...

- Made in France
- 2 years warranty
- Numbered watches

FROM €599

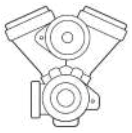
ESTORIL

AUTOMATIC 24

SPORT-CHIC WATCH WITH A PERSONALITY

- Stainless steel watch (316L)
- Fastback™ integrated strap
- 50m water-resistance
- 40mm diameter

PRECISE AND RELIABLE MOVEMENT



- Miyota automatic
- 42jh power reserve
- Hour, Date, 24h

MAXIMUM RESISTANCE

- Scratchproof sapphhire glass
- Anit-reflection coating

STRAPS ENGINEERED TO LAST

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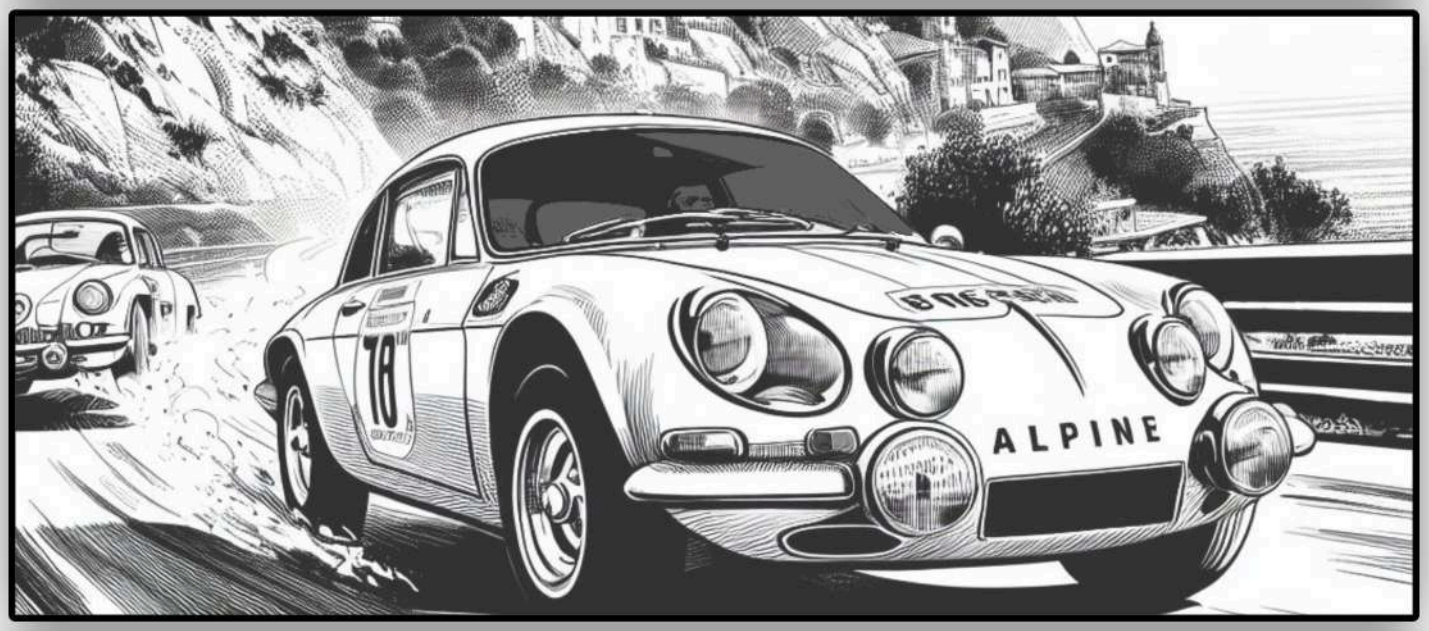
FROM €750

SYE
CENTRAL SECOND
CHRONOGRAPH


ALPINE

SYE
TWENTY FOUR
AUTOMATIC

MOT1ON AUTOMATIC 24
& MOT1ON CHRONOGRAPH

ESTORIL

AUTOMATIC 24

Asphalt

Carbon black

Skybury

Whiskey

Impala

Highland

Syrah

Petroleum

SYE blue

Shadow

Racing black

Racing whiskey

Chain

CHRONOGRAPH

Asphalt

Carbon black

Skybury

Whiskey

Impala

Highland

Syrah

Petroleum

SYE blue

Shadow

Racing black

Racing whiskey

Chain

MOT1ON AUTOMATIC 24
& MOT1ON CHRONOGRAPH

BULLITT
TITANIUM

THE MYTH ON YOUR WRIST

When we created our first Titanium Chronograph in 2022, we wanted to create a timepiece that the King of cool himself would have loved to wear.
His mythical role as a detective, driving a rare Mustang GT390 Fastback, was the starting point for the design. It had to be tough, without losing a touch of chic, and make subtle references to the vehicle from the movie.

MOT1ON SLK STYLE

The Bullitt Titanium range has been designed with sportiness and technical sophistication in mind, based on the SLK concept.
S as in Sportlich. The sporty-chic personality of MOT1ON watches shines through in every detail: curved lines, a case machined like an engine block. The dials, too, emphasize the sporty side, playing on contrasts and recalling the dashboards of racing cars. The bead-blasted appearance of all components gives Bullitt watches a technical, almost brutal look, ready to take on the world.
L as in Leicht. The choice of Titanium is twofold: to achieve a high degree of lightness, but also a more technical and original appearance than brushed steel. On the scale, the weight saving is striking, and even more so in the Full Titanium version.
K as in Komfort. At least, that's our interpretation of the SLK concept, because comfort plays an important role in both driving a car and wearing a watch. The absence of lugs, the perfect integration of the strap into the watch, the geometry of the bracelet and the folding clasp all contribute to an exceptional comfort on the wrist

BULLITT TITANIUM AUTOMATIC 24

It takes two to celebrate the finest of car chases in the film making's history. The MOT1ON Automatic 24 Bullitt Titanium model fills the gap. It features the same finishes and colors as the Chronograph, with the added nobility of an automatic model.

MOT1ON Automatic 24 Bullitt Titanium
Is available in December 2023 with prices starting at €850.
Launch series is numbered in 50 ex.

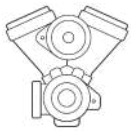
BULLITT

CHRONOGRAPH

SPORT-CHIC WATCH WITH A PERSONALITY

- Titanium watch (Grade 2)
- Fastback™ integrated strap
- 50m water-resistance
- 40mm diameter

PRECISE AND RELIABLE MOVEMENT



- Seiko meca-quartz
- Chrono 1/5 second
- Mechanical reset
- Hour, 24h, Date, Chrono, Tachy

MAXIMUM RESISTANCE

- Scratchproof sapphhire glass
- Anit-reflection coating

STRAPS ENGINEERED TO LAST

- 13 available straps
- Folding clasp
- Premium leather or Titanium

AND ALWAYS...

- Made in France
- 2 years warranty
- Numbered watches

FROM €699

BULLITT

AUTOMATIC 24

SPORT-CHIC WATCH WITH A PERSONALITY

- Titanium watch (Grade 2)
- Fastback™ integrated strap
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- 40mm diameter

PRECISE AND RELIABLE MOVEMENT

- Miyota automatic
- 42jh power reserve
- Hour, Date, 24h

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FROM €850

MOT1ON AUTOMATIC 24
& MOT1ON CHRONOGRAPH

BULLITT

AUTOMATIC 24

Asphalt

Carbon black

Skybury

Whiskey

Impala

Highland

Syrah

Petroleum

SYF blue

Shadow

Racing black

Racing whiskey

Chain Titanium

CHRONOGRAPH

Asphalt

Carbon black

Skybury

Whiskey

Impala

Highland

Syrah

Petroleum

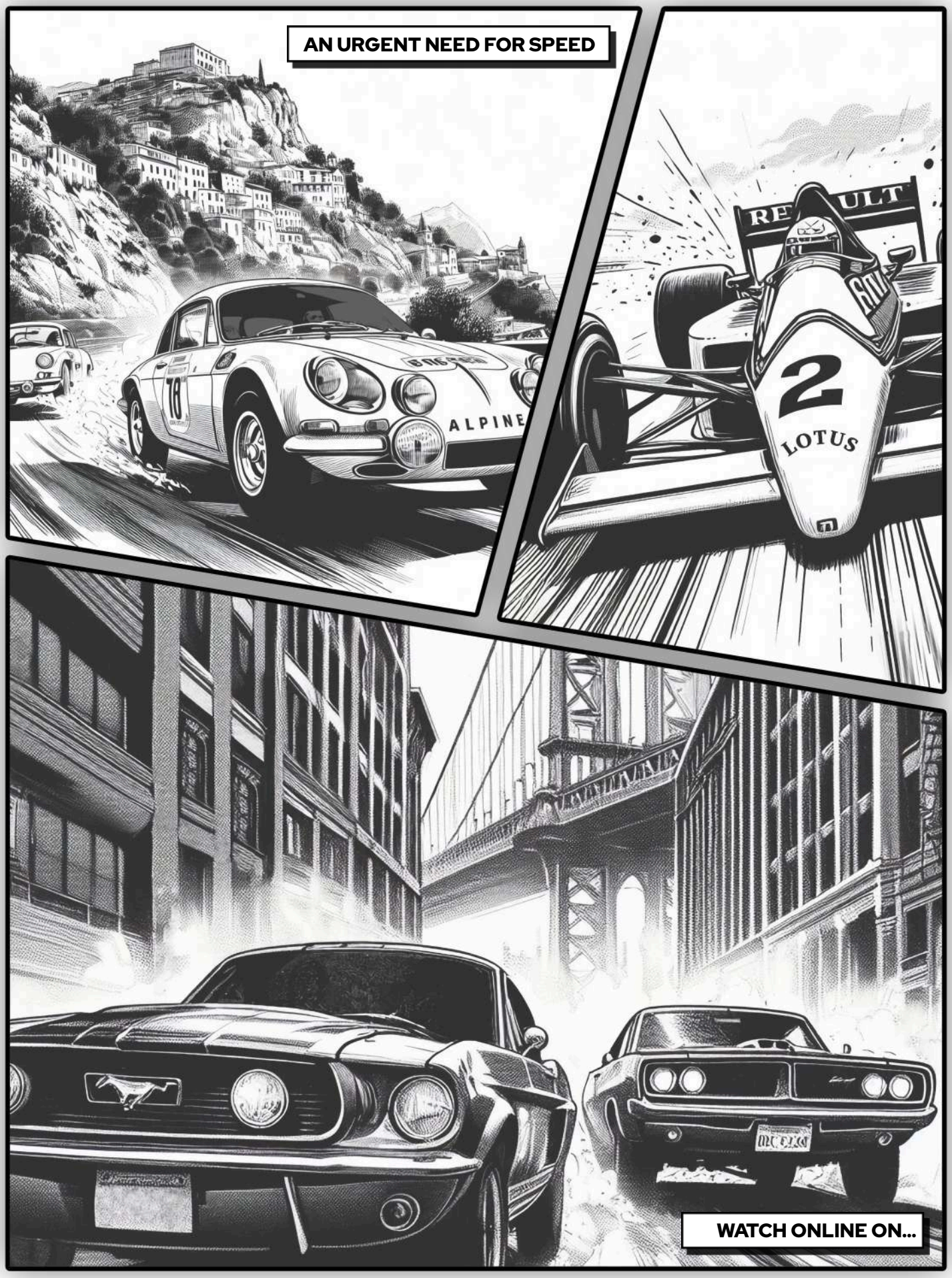
SYF blue

Shadow

Racing black

Racing whiskey

Chain Titanium



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