

LŌCĪ



PACIFIC COAST  
HIGHWAY



Congratulations on your new Lōcī Pacific Coast Highway watch. Your purchase helps protect and preserve this special place, today and for generations to come.

That's because Lōcī is the only watch company donating 10% of all sales to top-rated non-profits that protect and preserve endangered places and fragile environments. You've done more than just purchase an excellent watch — you've made a positive impact.

Thank you for stepping up for places that matter.

A handwritten signature in black ink that reads "Trip Henderson". The signature is fluid and cursive, with the first name "Trip" being more prominent.

Trip Henderson, Founder

## The Pacific Coast Highway Collection

Sand, sea, and a strip of asphalt at the edge of the continent. The California coastline is a mythical place traced by the world's most iconic road — the Pacific Coast Highway. To locals it's simply "The PCH". The Spirit of Place here probably inspires more songs, books, movies, vacations, road trips, and long-distance moves than just about anywhere. It's also Lōci's home base and the inspiration for our first line of watches.

The PCH model line offers three dial designs representing the coastline's beaches, the Pacific Ocean, and the highway itself. All feature Swiss automatic or quartz movements, sapphire crystals, 100-meter water

resistance, and are fully assembled, inspected, and individually tested in the USA.



## PCH Watch Features

- Swiss-made movements:
  - Ronda 715 quartz, 5 jewels
  - Sellita SW200-1 automatic, self-winding, 26 jewels, 38-hour power reserve
- 316L stainless steel case, brushed and polished with hand-finished elements
- 100-meter water resistance
- Sapphire crystal with anti-reflective coating
- Swiss X1 grade Super-LumiNova on hands and indices
- Custom-designed, fitted, tapered FKM rubber strap with debossed Lōcī logo, quick-release spring bars
- Fully assembled, inspected, and individually pressure tested in the USA
- Date display
- Central hacking seconds hand
- Anti-shock construction
- Lōcī “Shield and Marker” logo counterbalance on seconds hand
- Screw-down crown with embossed logo
- Caseback artwork by Christian Schulz
- Embossed, unique serial number on caseback
- 100% recyclable presentation box

## Technical Specifications

Case	316L stainless steel
Water resistance	100 meters
Diameter	39.5mm
Total height	10.8mm
Lug-to-lug length	48.0mm
Strap width	20mm
Weight incl. strap (Ronda)	82 grams
Weight incl. strap (Sellita)	98 grams

Calibre (Quartz)	<b>Ronda 715</b>
Manufactured	Switzerland
Jewels	5
Accuracy	-10/+20 sec. per month
Battery life	Avg. 5 years
Battery cell	Type 371

Calibre (Automatic)	<b>Sellita SW200-1</b>
Manufactured	Switzerland
Jewels	26
Accuracy	-/+ 30 sec. per day
Power reserve	Avg. 38 hours
Vibration frequency	28,800 per hour (4Hz)

## Operating the Crown — All PCH Models

Your Lōcī watch has a screw-down crown for excellent water resistance. The crown must be screwed in snugly to maintain the watch's rated water resistance.

To screw in the crown, turn it clockwise. To open the crown, turn it counterclockwise. Gently pull or push the crown to move between positions.

### Crown Positions — Sellita SW200-1

- P1: Screwed-down or "closed"
- P2: Manual winding
- P3: Date set
- P4: Time set



### **Winding the Watch — Sellita SW200-1**

1. Unscrew the crown from Position 1 (P1) by turning it counterclockwise until it reaches P2.
2. With the crown in P2, gently turn it clockwise to store power in the watch's mainspring.
3. While wearing the watch, the natural movement of your arm will spin the movement's rotor, adding to its power reserve.

### **Setting the Date — Sellita SW200-1**

4. *Do not change the date from P3 when the hour and minute hands read between 10:00 and 2:00.* This can damage the date change mechanism which, when the watch is running, engages around 10PM to change the date automatically at midnight.

5. If the watch reads between 10:00 and 2:00, first use the time set procedure (Step 7) to advance the time past 2:00. Then return the crown to P3 and advance the date (Step 6).
6. With the crown in P3, turn it clockwise to advance the date.

### **Setting the Time — Sellita SW200-1**

7. With the crown in P4, turn it counterclockwise to advance the time, or clockwise to subtract time.

### Crown Positions — Ronda 715

P1: Screwed-down or “closed”

P2: Date set

P3: Time set

### Setting the Date — Ronda 715

1. *Do not change the date from P2 when the hour and minute hands read between 10:00 and 2:00.* This can damage the date change mechanism which engages around 10PM to change the date automatically at midnight.
2. If the watch reads between 10:00 and 2:00, first use the time set procedure (Step 4) to advance the time past 2:00. Then return the crown to P2 and advance the date (Step 3).

3. With the crown in P2, turn it clockwise to advance the date.





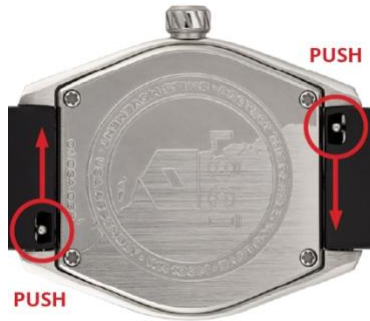
### **Setting the Time — Sellita SW200-1**

4. With the crown in P3, turn it counterclockwise to advance the time, or clockwise to subtract time.

## Watch Strap

Your PCH watch comes with a custom-designed strap made from strong, pliable FKM rubber, chosen for its outstanding combination of durability and comfort. It also has quick-release spring bars that make removing and reinstalling the strap a breeze (see diagram at right). The strap is designed and engineered for perfect fitment with the watch case and lugs, adding to the PCH's clean and simple style.

To achieve this seamless look, the strap and lugs are engineered for a very close fit. As a result, the friction between the strap and the lugs can be enough to hold the strap in place — even if the springbar tips are not fully seated in their holes on the inside of the lugs.



**IMPORTANT:** *After installing the strap, we recommend giving it several firm pulls where it connects with the lugs. This will ensure all four springbar tips have clicked securely into the lug holes. Failing to properly install the strap can cause it to detach during use.*

## **Water Resistance**

All Lōcī watches undergo rigorous testing to ensure they meet their water resistance rating. It's critically important that the watch's crown is fully screwed down before being exposed to water.

The guidelines below describe common activities that correspond to the levels of water resistance used on our watches.

- 100 meters: OK for swimming and snorkeling. Not suitable for jumping/diving into water, or scuba diving.
- 200 meters or more: OK for swimming, snorkeling, jumping/diving into water, and scuba diving.

We don't recommend showering with your watch on or wearing it in a sauna. Hot water, chemicals in soaps, and steam can damage the gaskets that maintain water resistance.

We recommend rinsing your watch (and pretty much any other object) in fresh water after it's exposed to salt water to limit the corrosive effects of the salt.

### **Lōcī 3-Year Warranty**

We're serious about the quality and durability of Lōcī watches. If yours develops a mechanical fault or other defect due to its manufacturing or workmanship within 3 years of its original shipping date, we'll gladly repair or replace it free of charge. We've got your back.

The (very minimal) fine print: Please note that servicing the watch with a party other than Lōcī before your warranty claim invalidates this warranty.

There is an exception to this for battery replacement in our quartz movement watches. To maintain coverage under Lōcī's warranty, customers must have the battery replaced by a qualified watchmaker and the watch

must be pressure tested for water resistance to its original depth specification. Please keep your documentation for the battery change and water resistance testing as we'll need this to honor any warranty claim subsequent to the battery change. Sending your watch to Lōcī for a battery change also maintains your warranty coverage.

### **30-Day Satisfaction Guarantee**

We're not happy unless you're happy. If for any reason you're not 100% stoked with your new Lōcī watch, first let us know within 30 days of its delivery date. If you'd like to return or exchange it, just request a return authorization from us. After you receive the return authorization, send the watch back to us and we'll issue a full refund or exchange it for another Lōcī product. The watch must be returned in original condition, new and unworn with all packaging, and with all clear protective stickers still attached. Simple as that.

If you have a warranty claim, your watch needs service, or for any questions about Lōcī and our products, please drop us an email anytime. We'll get back to you ASAP.

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**THANK YOU.**