



# Timeless desires...

THE LAMBRETTA STORY

2

## ITALY 1947 Birth of an icon

During World War II Ferdinando Innocenti ran a steel tubing factory in the Lambrata district of Milan in northern Italy, producing components for the Italian Air Force. After the war Innocenti needed to find a new product in order for his business to survive.

Inspired by the Cushman scooters that the US army imported into Italy (as a means of conveying information from one division to another and to transport individual soldiers around the base), Innocenti realised he could apply most of the parts that the factory was already producing to motor scooter production.

He saw the scooters as producing mobility for the masses. A reliable and fun transportation that was affordable for all and revolutionary in design. It was an idea of genius that improved the quality of life for many, both in Italy and throughout the world.

3

To make the Lambretta even more appealing, he offered the scooter in six pastel colours, keeping him one step ahead of the other Italian motorcycle, and by the late 1940s the Lambretta was sold overseas.

Innocenti became one of the new industrial giants of post-war Italy, and the scooter phenomenon was on its way to becoming a legend.

4



## MODS LONDON Swinging 60s'

The clamour for motor scooters went into decline with the advent of affordable cars, but a revival came in the 'swinging 60s', when young people in London with a love for Italian fashion became enchanted with the scooter. Known as Mods they embraced the Lambretta as an icon for their way of life. One of the biggest bands of this era, The Who, had a huge influence on Mods culture. Their album Quadrophenia also became the name of a tribute Mods film in the late 70s, which featured the Lambretta heavily.

Even today the name Lambretta is synonymous with the original Modmobile – the Scooter – and the distinctive Italian influenced-style of that era.

5



6



The scooters continued to be produced in Italy until 1971. Lambretta was also manufactured under license in France, Germany, Spain, India, Brazil, Colombia and Argentina, making it a worldwide brand. In 1972, the Indian government bought the rights to the Lambretta name, creating Scooters India Limited.

We want to capture that feeling of freedom, fun and independence that riding a scooter makes you feel.

When you wear Lambretta, you can be sure that you have a unique and stylish watch for every mood, occasion and time, communicating attitude and happiness!

We call it - timeless desires....

7

### Button Overview

#### MODE Button [M]

- To select the display among Timekeeping, Alarm, Chronograph and Timer Mode.
- In Timekeeping / Alarm / Timer Mode: Hold down the button to enter the settings.
- In Setting display: To select among different Settings.

#### Start/Stop Button [S/S]

- To start or stop Chronograph / Timer running.
- In Timekeeping Mode: Swap displaying between Local Time and World Time.
- In Setting Display: To increase the setting value.

#### Lap/Reset Button [L/R]

- To take a Lap time when Chronograph running.
- In Timekeeping Mode: Display full name of city.
- In Setting display: To decrease the setting value.

#### EL Button [EL]

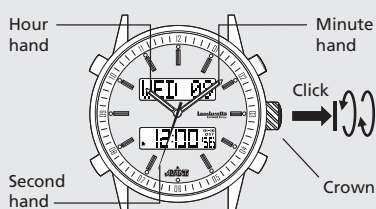
- To turn on the EL backlight for 3 seconds.

**NOTE:**  
Check the coming chapters for detailed operations.



9

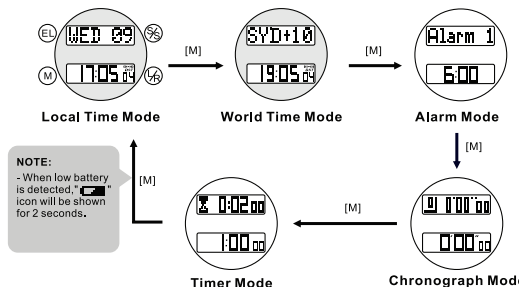
### Set Analog Time



- Gently pull out the crown to the "click" position.
- Then turn the crown either clockwise or counter clockwise until the time is set correctly.
- When the time is set, gently push the crown back to its original position.

10

### Major Function Display



11

### Local Time Mode - Setting Local Time and Local City

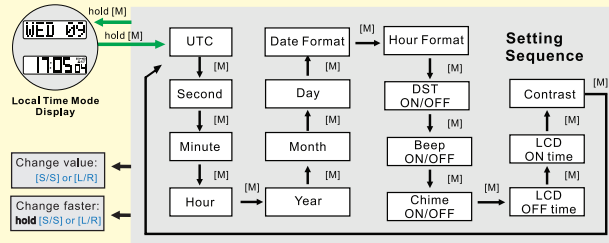
- Hold down the [M] button in Local Time Mode to enter settings:
  - Press the [M] button to move step by step according to diagram on opposite page.
  - In each step, Press the [S/S] or [L/R] button to change the settings (hold down button to change faster).

To exit settings Hold down the [M] button.

#### What is Chime function?

You will hear a single "BEEP" sound in each hour when Chime is ON. When Chime function is ON you will see this symbol "🔔" in the bottom display.

Note: For more info about LCD ON/OFF (Power Saving Mode) please see page 30-31.



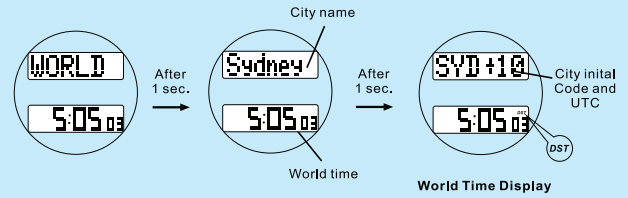
### World Time Mode - Basic functions

#### View the World Time

- Press the [M] button until you reach world time mode.
- Press the [S/S] or [L/R] button to select the world time city. The city name will be displayed first and after that switch to city code with UTC afterwards.

#### Toggle the Daylight Saving Time (DST)

- Hold down the [L/R] button to turn ON/OFF the Daylight Saving Time.
- When Daylight Saving Time is ON, one hour will be adjusted (added) for this setting.



### City Code Table

1. AKL Auckland	7. BJS Beijing	13. CAS Casablanca	19. DEL New Delhi	25. HKG Hong Kong
2. AMS Amsterdam	8. BKK Bangkok	14. CCS Caracas	20. DEN Denver	26. HNL Honolulu
3. ANC Anchorage	9. BOM Bombay	15. CHI Chicago	21. DUB Dublin	27. IST Istanbul
4. ATH Athens	10. BRU Brussels	16. CPH Copenhagen	22. DXB Dubai	28. JER Jerusalem
5. BCN Barcelona	11. BUE Buenos Aires	17. CPT Cape Town	23. FRA Frankfurt	29. JKT Jakarta
6. BER Berlin	12. CAI Cairo	18. DAC Dhaka	24. HEL Helsinki	30. KHI Karachi

31. LAX Los Angeles	37. MEX Mexico	43. PAR Paris	49. SHA Shanghai	55. VIE Vienna
32. LIM Lima	38. MNL Manila	44. RIO Rio De Janeiro	50. SIN Singapore	56. YTO Toronto
33. LIS Lisbon	39. MOW Moscow	45. ROM ROME	51. STO Stockholm	57. YVR Vancouver
34. LON London	40. NOU Noumea	46. SCL Santiago	52. SYD Sydney	58. ZRH Zurich
35. LUX Luxembourg	41. NYC New York	47. SEL Seoul	53. TPE Taipei	59. MY My City
36. MEL Melbourne	42. OSL Oslo	48. SFO San Francisco	54. TYO Tokyo	

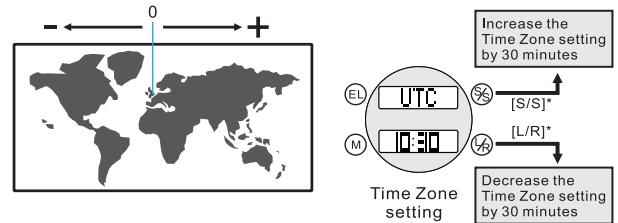
### World Time/ Local Time - Time Zone Setting

#### About UTC (Coordinated Universal Time)

Since the sun shines on different places on earth at different times our world is divided into several time zones so that people have a more accurate and common time. All time zones are relative to UTC. For example the time zone for London is "UTC +0" Hong Kong is 8 hours ahead the time of UTC which makes "UTC +8".

#### How to set User-defined city.

- Hold down [M] button in the world time mode, the letter in the top display will flash.
- Press the [S/S] button to select the letter and make you own city name. Then press [L/R] button to move the cursor to the right.
- Press [M] to move to UTC setting. Set UTC by pressing [S/S] or [L/R] button.
- When settings are complete hold down [M] button to finish.



Note: Hold down the [S/S] or [L/R] button to change value at higher speed.

### Alarm Mode

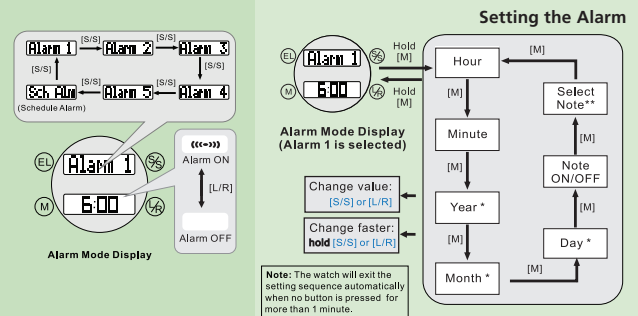
There is totally 5 daily alarms and 1 schedule alarm.

Each alarm can set a "note" (Meeting, Breakfast appointment, Lunch meeting, Dinner, Happy birthday, Anniversary and Take a pill) as a reminder. Schedule alarm can be set to sound on a certain date and time.

#### Using the Alarm

- Press the [S/S] button to select different alarms.
- To turn ON/OFF an alarm, select the target alarm and press [L/R] button.
- To set a alarm, select the target alarm and hold down the [M] button to enter settings.
- When the alarm is beeping, press any key to stop the sound.

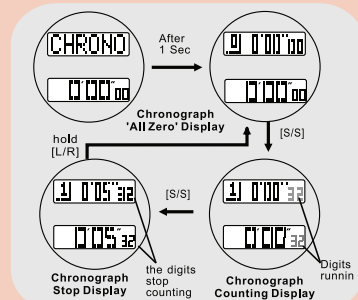
Note: When Schedule Alarm is selected, the date will be scrolled once.



### Chronograph Mode - Start/Stop the Chronograph

The Watch includes a function to measure elapsed times, accumulative time and lap times. The display shows the "All Zeros" display when the chronograph is selected for the first time or the chronograph has been reset.

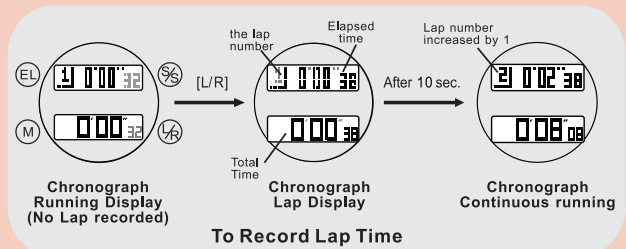
- To Start and Stop the chronograph Press the [S/S] button.
- To Reset the chronograph Hold the [L/R] button.



### Chronograph Mode - Record the Lap Time

- When the chronograph is counting, press the [L/R] button once to record a lap time (this operation will not affect the counting) and the lap time will be shown for a short while (10sec). Next lap time recorded will be named **2** and so on.
- If there is 10 lap times recorded, you can still record lap times. But the 11th lap will also be displayed as **L10**.
- If there is more than 11 laps recorded, the last lap will be recorded as 11th lap (and also displayed as L10) and the others will be accumulated into the 10th lap.

24

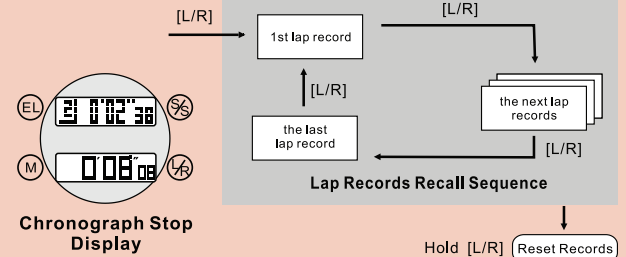


### Chronograph Mode - Recall the Lap Records

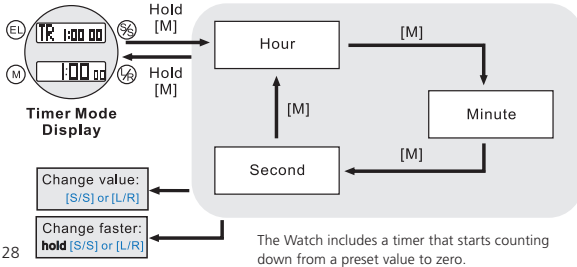
- To Recall the lap records, press the [L/R] button when the chronograph is stopped.
- Further press the [L/R] button to view next lap record.
- Press the [S/S] button to return to stop display.
- Press and hold the [L/R] button to reset the Chronograph.

**Note:** When the Chronograph is reset, all the Lap records will also be cleared.

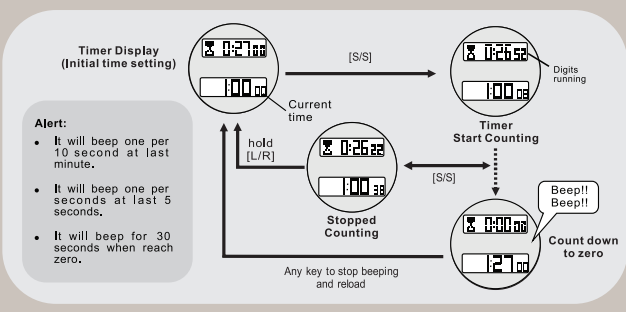
26



### Timer Mode - Setting the Timer



28



### Power Saving Mode - Automatic

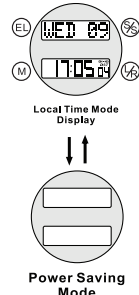
The Watch includes a Power Saving Function - you can turn the LCD display ON and OFF at a preset time to save the battery.

Follow the steps in **Local Time Mode** on page 13. You can set a time for both turning OFF and turn ON the display. (preset time can only be set on the hour)

To exit Power Saving Mode just press any key and LCD display will be resumed.

Note: All timekeeping functions are still running normally in Power Saving Mode.

30



### Power Saving Mode - Manual

You can Manually turn ON/OFF the LCD display.

In **Local Time Mode**, hold [L/R] button for 5 seconds.

Display will say "LCD Off" for 2 seconds before entering power saving mode.

To exit Power Saving Mode just press any key and LCD display will be resumed.

31

### Specifications

#### Timekeeping (Analog)

- Time System: Quartz movement.
- Hands: 3 hands (Hour, Minute and Second).

#### Timekeeping (Digital)

- Time: AM/PM, Hour, Minute, Second.
- Date: Date and Day of week.
- Time Format: 12-hour or 24-hour.
- Preset Time Zone: 56 cities. + DST
- User-defined Time Zone.

#### Alarm Mode

- 5 daily alarms.
- 1 schedule alarm (Date alarm).
- Alarm note.

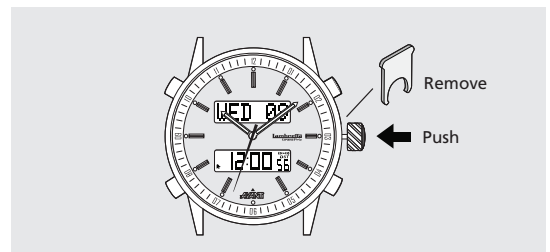
#### Chronograph Mode

- Resolution: 1/100.
- Measuring Range: 99 hours, 59 minutes and 59,99 seconds.
- 10 Lap Records.

#### Timer Mode

- Resolution: 1 second.
- Range: 23 hours, 59 minutes and 59 seconds.

### Remove Plastic Stopper - Activate Battery



33

### Warranty

Lambretta watches provides a 2-year warranty after an original purchase from an authorized Lambretta dealer. This means that if the materials in your watch aren't right or if the watch isn't assembled correctly, we'll repair or replace it, at our option.

The warranty does not cover normal wear and tear or batteries, crystal, watch case, strap, bracelet, loss or theft. You will void your warranty if you open your case back, push the buttons underwater, or forget to screw down or push in the crown and expose your watch to moisture.

**Thank you for choosing Lambretta!**

If you are in need of spare parts or even an additional watch please don't hesitate to contact us or visit our webshop:

[www.capellaindustries.com](http://www.capellaindustries.com) We ship worldwide..



34

Register your Lambretta watch to validate your warranty. Please visit: [Lambrettawatches.com/warranty](http://Lambrettawatches.com/warranty)

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