



GGM.L052.1000
Ed.04.18

OFFICIAL PARTNER OF ICE-SAR



SWISS + MADE



OFFICIAL PARTNER OF
ICE-SAR



Limited Edition ICE-SAR
90th Anniversary



ABOUT ICE-SAR

Iceland is a barren island located in the North Atlantic Ocean, known for being plagued for centuries with volatile arctic winds and freezing winters. The nation's constant exposure to the harsh forces of nature has sometimes meant that the ultimate sacrifice of life is either at land or sea.

Widely known as "The Land of Fire and Ice", Iceland is home to some of the largest glaciers in Europe, and to some of the world's most active volcanoes. Iceland is also the land of light and darkness. Long summer days with near 24-hours of sunshine are offset by short winter days with only a few hours of daylight. The ICE-SAR roots are in the long and complex tug of war between man and nature. Avalanches, shipwrecks, storms, eruptions, earthquakes and sub-zero winters have forged a strong force of volunteers – Iceland is a country with no professional army - that dedicate their time to helping their fellow citizens, and a rapidly growing number of foreign visitors, at the moment of need.

Founded in 1928, the first volunteer association created this proud tradition and carry it on till this very day. Soon enough, more teams from the small fishing villages followed suit and today ICE-SAR stands strong with 93 teams and a force of over 4.000 volunteers passionately driving accident prevention and Search and Rescue programs in Iceland. All volunteers are true Search and Rescue experts as all rescuers receive an 18-months training before they can go on their first mission and proudly stand behind the ICE-SAR motto: Devotion, Professionalism and Leadership.

OFFICIAL PARTNER OF ICE-SAR, THE ICELANDIC ASSOCIATION FOR SEARCH AND RESCUE

Luminox watches have proven their reliability on all sea, air, and land dimensions. In addition to ice, heavy rains and strong winds, ICE-SAR also has to deal with limited daylight visibility as Iceland remains in partial or total darkness during several months in winter. In such conditions, Luminox watches and their unique self-powered illumination system – providing constant glow for up to 25 years - truly becomes an essential gear to ICE-SAR teams in order to conduct their missions.

On the partnership, ICE-SAR commented: "We are honoured to have an international and prestigious partner such as Luminox. Their watches are tough, light, and perfectly fitted to the Icelandic weather". ICE-SAR also mentioned: "We, at ICE-SAR, are not heroes – we are ordinary people doing extraordinary work. Volunteers may join ICE-SAR for the action and the adrenaline - but first and foremost because they share the vision of helping others."





**“WE ARE NOT HEROES,
SIMPLY DOING OUR JOB”**



1928 – 2018: ICE-SAR CELEBRATES ITS 90TH ANNIVERSARY

In 2018, ICE-SAR celebrates its 90th anniversary (1928 – 2018). On this special occasion, Luminox creates a Limited Edition watch within its ICE-SAR Arctic 1000 series. The watch is limited to 900 units globally and all watches are individually numbered on the stainless steel caseback.

The shape of the ICE-SAR logo - with its four circle elements - is the source of inspiration to the bezel shape.

Inspired by the volcanic landscapes of Iceland, the hard sandblasted dial of the Arctic 1000 series is a direct interpretation of the lava fields that cover 30% of the country. The shape of all three hands is inspired by the carabiners that ICE-SAR rescuers are using in all missions and the crown is inspired by the knurling part of these carabiners.

Blue and red are the colours of the Icelandic national flag and similarly they are the main colours of this Limited Edition. At nine o'clock, the 9 index is being replaced by a commemorative 90 years marking.

The usual 12 index is being replaced by 112 in an eye-catching red colour. 112 is the common emergency telephone number that can be dialled free of charge in order to reach emergency services in several countries.

This Limited Edition model also features the ICE-SAR logo on its dial. ICE-SAR logo has a rich meaning. The four arrows are pointing to the inside of the logo: this was meant to be the reflection of the "inner strength" of the association. The outside circle of the logo is alluding to the lifebuoy - a symbol for accident prevention for ages. The centre - "the cross" - is an interpretation of the Icelandic national flag, as well as a well identified rescue sign.



ICE-SAR ARCTIC 1000 SERIES LIMITED EDITION

MAIN PRODUCT FEATURES

Case size: 46 MM

Case: CARBONOX™

Water resistance: 20 ATM

Glass: Sapphire crystal

Strap: Fabric/Rubber

Number of LLT's: 14

Movement: Ronda 515, 3 hands/date

Caseback : Stainless steel

Swiss Made



LUMINOX - ALWAYS VISIBLE

Luminox, the original self-powered luminous watch brand, is the watch of choice for U.S. Navy SEALs, The Icelandic Association for Search and Rescue (ICE-SAR), Lockheed Martin's F-117 Nighthawk™ stealth and other jet fighter pilots, elite forces worldwide and professional divers. Luminox watches glow up to 25 years in any light condition. Always Visible, tough, powerful and accurate, Swiss-Made Luminox is the ultimate night vision gear for rugged outdoorsmen and other peak performers.



FOLLOW LUMINOX



facebook.com/Luminox



instagram.com/luminoxworld



youtube.com/c/LuminoxWorld

Visit Luminox website: www.luminox.com

FOLLOW ICE-SAR

Visit ICE-SAR website: www.icesar.com

ICE-SAR pictures supplied by: www.sosfotos.com