



DOXA Watches Re-Issue SUB 300 'Black Lung'

A legendary partnership dives again as undersea exploration pioneers DOXA Watches and Aqua Lung introduce their first collaboration in 50 years with an exclusive limited edition watch

Bienne, Switzerland: DOXA Watches follows up the success of 2016's sold-out 50th Anniversary SUB 300 Professional, with another very special edition SUB in DOXA's signature livery – this one, an homage to an ultra-rare vintage DOXA prototype in collaboration with the legendary dive gear manufacturer founded by Jacques-Yves Cousteau: Aqua Lung.

The SUB 300 'Black Lung' continues the 50th anniversary celebration for DOXA Watches, whose pioneering SUB would first plumb the ocean depths in 1967 as a dive watch purpose-built for the emerging recreational scuba diving market. Lauded for its professional-grade quality and bright orange dial, the SUB ultimately won the approval of the pioneer of modern diving himself: Jacques Cousteau. US Divers distributed the watches, and in 1998, US Divers and Aqua Lung consolidated brands under the Aqua Lung name. As a dependable, colorful departure from anything of its time, the SUB quickly became the benchmark against which all other dive watches were measured.

The two brands have been brought back together on the eve of Aqua Lung's 75th anniversary, a journey that began in 1943, when Cousteau and fellow French countryman Émile Gagnan and associates developed the first self-contained underwater breathing apparatus, dubbed "aqua-lung." Together with the DOXA SUB dive watch, the original aqua-lung would expand the very possibilities of ocean exploration, and accelerate man's race to the bottom of the sea.

"We couldn't think of a more appropriate way to celebrate our 75th anniversary, than by honoring one of our most historic partnerships," says Don Rockwell, CEO of Aqua Lung. "DOXA is a trusted name that holds a special place in the minds of our founders, as well as with divers the world over, and we're proud to honor those traditions," continues Rockwell.

This special SUB 300 dive watch pays homage to its 1967 counterpart: a prototype SUB produced in extremely limited numbers, nicknamed 'Black Lung' by collectors for its yellow-on-black US Divers logo, and featuring the "aqua-lung" wordmark at 8:00. "It is truly an honor to be a part of the Aqua Lung family," adds Rick Marei, General Manager of DOXA Watches USA. "Like DOXA, Aqua Lung is a name that carries an incredibly rich legacy of ocean exploration, and we believe this very special SUB is the perfect means of paying tribute."

Like the original SUB 300, the case of the modern special edition is machined from a solid block of stainless steel, measuring 42.5 mm in diameter, and 13.4 mm thick. It is powered by a chronometer-grade ETA 2824-2 automatic caliber, and finished with a generously domed bubble sapphire crystal and DOXA's signature stainless steel "beads of rice" bracelet which tapers to an integrated wetsuit extension. The serrated, unidirectional timing bezel also displays a patented DOXA innovation: an integrated "no deco" scale, engraved in orange, per the US Navy's maximum no-decompression limits for safe recreational diving.

The DOXA SUB 300 "Black Lung" is anticipated to ship in December of this year, and will have a price of \$2,590. It will be limited to 300 pieces, which will be presented in a single dial option only: DOXA's signature 'Professional' orange.

About DOXA Watches

The DOXA story traces its roots back to 1889 in Le Locle, Switzerland where the brand established its place amongst watchmaking elite for its groundbreaking 8-day mechanical movement. But the DOXA cemented its own legacy beneath the waves, following the introduction of the DOXA SUB dive watch in 1967, and subsequent partnership with legendary explorer and conservationist Jacques-Yves Cousteau. This blessing by the godfather of diving Cousteau himself, along with the SUB's unyielding quality and distinctive, purpose-built design put DOXA on a path to icon status, and a trusted name by maritime organizations like US Divers, Spirotechnique, Poseidon, The Seahunters, Project Aware, Ocean Future Society, TUSA, Mission 31, and the Royal Australian Navy.

Today, the DOXA SUB is now in its third generation of collaboration with the Cousteau family, with Jean-Michel Cousteau and his Ocean Futures Society, and more recently as the timekeeper of choice worn by Fabien Cousteau in his record-breaking Mission 31 undersea expedition. The modern DOXA SUB still shares many of the distinctive details established by the original purpose-built SUB, including the, patented "No-Decompression" rotating bezel, and the signature bright orange dial. Learn more about the full modern DOXA Watches collection at www.doxawatches.com.

About Aqua Lung

Aqua Lung pioneered the creation of modern diving equipment in 1943 when Captain Jacques-Yves Cousteau teamed with Emile Gagnan to develop the first "aqua-lung" that made underwater exploration possible. Today, the brand continues to be the leading global designer and manufacturer of dive and water sports gear. With a deep commitment to quality, research and testing, Aqua Lung has revolutionized the scuba diving experience by setting industry standards for scuba equipment in technology, comfort, safety and design. The company's rich history as an expert in the dive and water sports industry has led to the demand of Aqua Lung equipment for recreational, technical and military applications in more than 90 countries around

the world, under the brand names Aqua Lung, Aqua Sphere, MP Michael Phelps, Apeks, O.M.E.R, U.S. Divers, and Stohlquist. For more information, visit www.AquaLung.com.