



HADLEY
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PRESS RELEASE

Hadley Rille crafts high quality
precision Swiss timepieces
Ready For Adventure

Timeless Aviator Spirit

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Timeless Aviator Spirit

The Flight Commander 43 combines timeless design with Swiss precision, unrivaled durability and legibility in a case diameter of 43 millimeters. Includes a handmade leather flight pouch.

Our passion for aviation, adventure, and exploration drives everything we do. Hadley Rille builds high-quality precision Swiss timepieces for those who push boundaries and expand the envelope.

John Hadley pushed the boundaries throughout his professional life. Hadley was a respected inventor and mathematician. He made significant improvements in accuracy and power to the reflecting telescope for use in astronomy.

In 1730 John Hadley invented the Hadley Quadrant, a double reflector precision instrument used for nautical navigation. Hadley's Quadrant was a trusted tool for explorers and adventurers alike to navigate their vessels safely to destinations around the world.




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Timeless Aviator Spirit

Timeless Aviator Spirit is an attribute and an attitude. It is a sense of adventure, exploration, and desire to push the boundaries of what is possible. An ambition to cut a new path and an eagerness to utilize all of one's skill sets to get there. The arrogance to believe, the confidence to act, and the humility to achieve. Times change but the Timeless Aviator Spirit stays the same.

To commemorate his contributions to science and exploration Hadley Rille, a steep-walled valley that winds 100km across the surface of the moon, was named in his honor on the lunar surface. The rille was formed by ancient lava flows early in the Moon's history and is believed to be one of the most geologically significant lunar regions.

In July 1971, American astronauts gazed down into the unexplored rille for the first time. Hadley's passion for exploration and adventure laid the foundation for exploring the far reaches of Earth and beyond. This same passion propels Hadley Rille today. #TimelessAviatorSpirit




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The Flight Commander 43 started with a dream, a passion for style, and a commitment to exacting quality. From the dawn of flight, pilots relied on precision wrist watches for navigation and in flight calculations. Aviators utilized wrist watches as a tool and depended on their watch's legibility, durability, and endurance.

The design began with a pencil to paper sketch. With each iteration the vision became clearer. We focused on incorporating sleek edges and polishing combined with a fine brushed finish on the stainless steel case. The watch is driven by a highly finished Swiss Soprod C111 bidirectional automatic movement. The Flight Commander's simple yet elegant matte black dial contrasts with oil blue hands and numerals filled with SuperLuminova. Finished with a handmade riveted leather strap and a cognac Hadley Rille Flight Pouch.

The design is contemporary yet the Flight Commander 43 heritage stretches back generations. The aviator spirit in the design is timeless. The result is a classic Swiss Made aviator watch with enduring sophistication ready for any adventure in the cockpit or around the globe.




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Flight Commander 43

Price : \$1,550.00

Pre-Order Price \$1,395.00

Features:

- Swiss Made
- Sapphire Crystal
- Small Seconds
- 42 Hours Power Reserve
- Exhibition Caseback
- 100M Water Resistance
- Bidirectional Automatic
- Hacking Small Seconds At 9 O'Clock
- Calendar Window at 3 O'Clock
With Quick Setting Date
- Anti-Shock - Incabloc shock protection

Technical Specification:

- Case: 43mm Brushed Stainless Steel
- Caseback: Exhibition Caseback with Sapphire Crystal
- Dial: Matte Black With Applied Blue Numerals Filled With Super LumiNova
- Hands: Blue Brass Filled With Super LumiNova
- Water Resistance: 10 BAR (330FT - 100M)
- Strap: 20mm Leather Flight Commander Strap
- Accessories: Hadley Rille leather flight pouch
- Warranty: Hadley Rille 2 year limited warranty
- Operating Manual: Included

Movement :

- Soprod C111 Bidirectional Automatic
- 29 Jewels
- 42 Hours Power Reserve
- 28,800 Vibrations Per Hour / 4Hz




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The Flight Commander 43.

Some of the finer points of design that went into the development of the Hadley Rille Flight Commander 43 tie the watch into its aviation heritage. The sapphire crystal exhibition caseback provides a focus view of the finishing and quality of the Soprod C111 movement. It is highlighted by a brushed stainless steel pattern representing the blur of a jet turbine which is symbolic of Hadley Rille, Ltd's aviation roots.

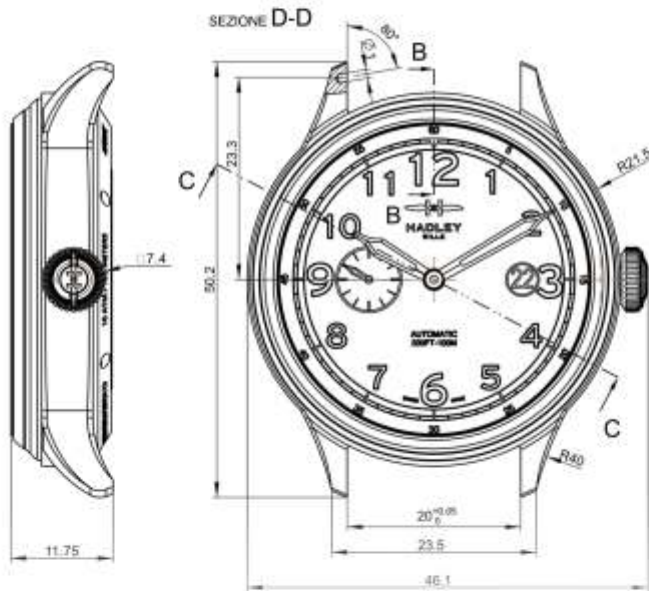
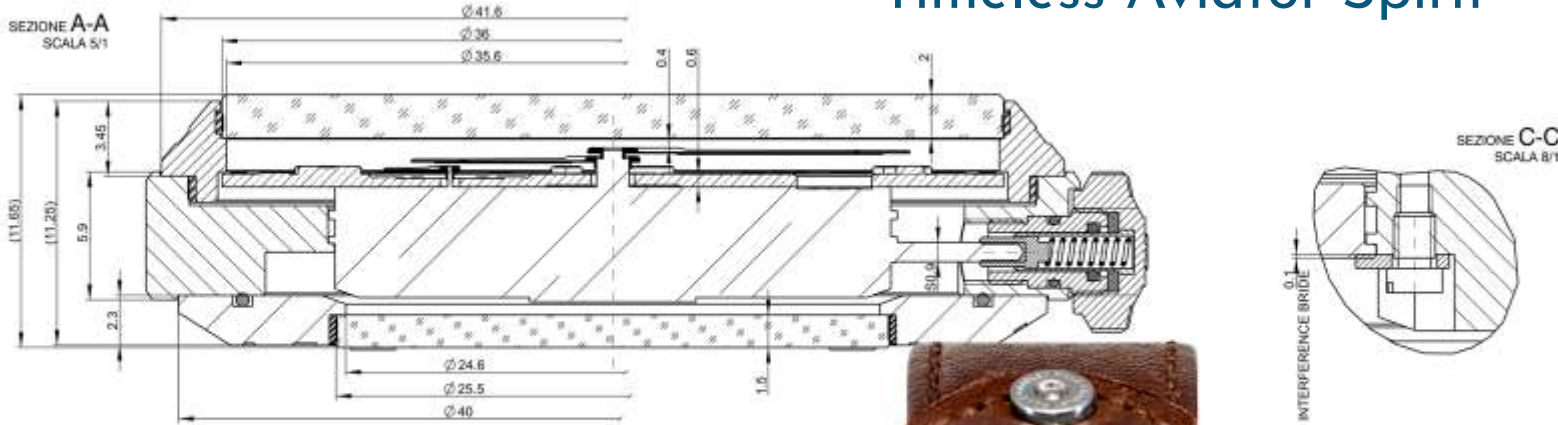
Likewise, the small second hand derives its time scale from John Hadley's quadrant which he designed in 1730. The spirit of John Hadley's invention and design are incorporated into the Flight Commander 43.

The blue hands on the Flight Commander 43 harken to the hardened toughness, fine quality watchmaking and the tool watch adventure spirit of the Hadley Rille name. They also add an eye-catching blue hue when the watch face meets sunlight.




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View our launch video :
youtube.com/watch?v=-Fm3DZJ_i8o

Our website :

hadleyrille.com


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Hoyt Richards becomes a Hadley Rille

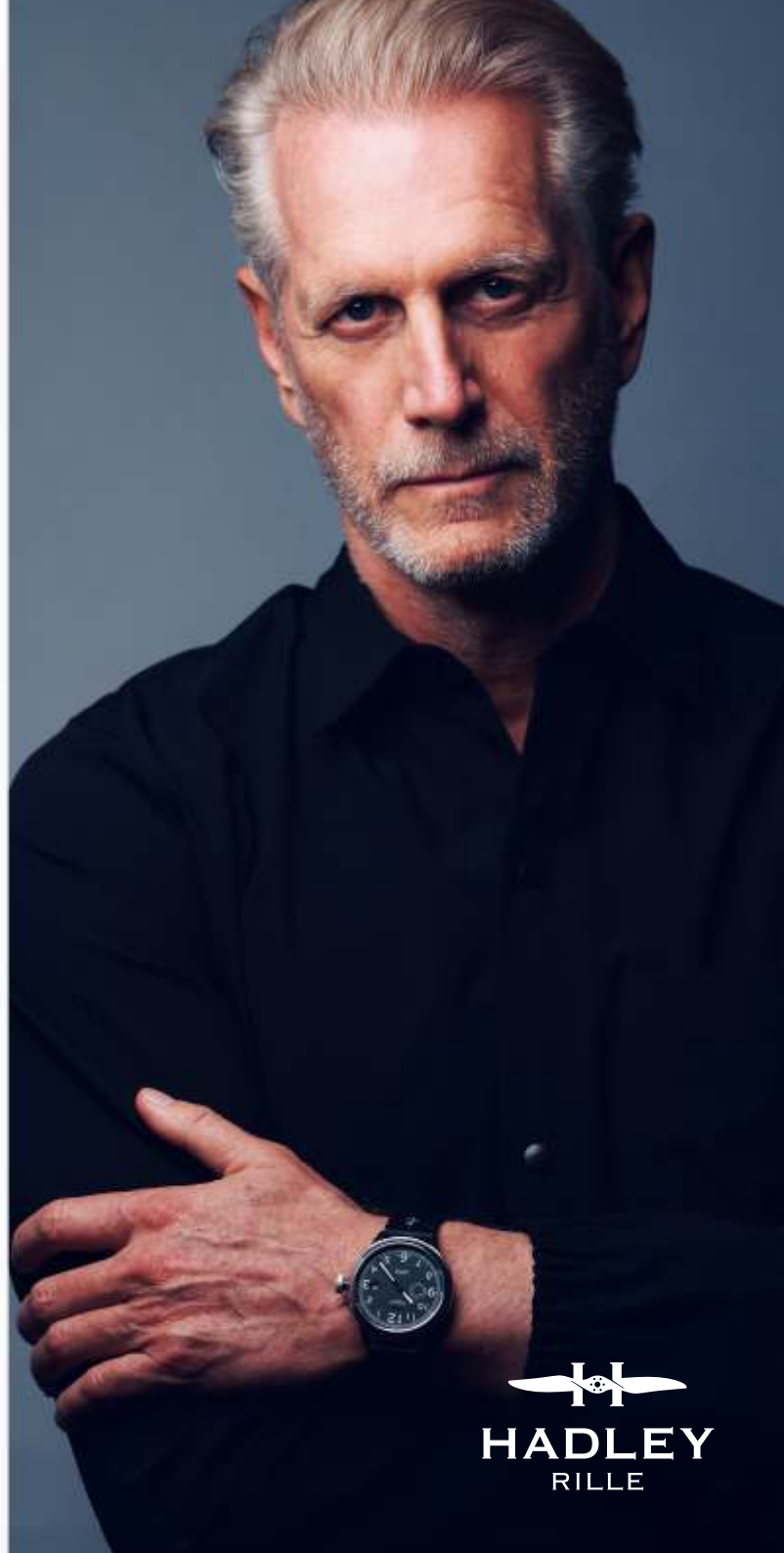
Ambassador

We are proud to announce that Award-winning actor/writer/filmmaker and Founder/CEO of Tortoise Entertainment, Hoyt Richards has joined Hadley Rille as our first Brand Ambassador. Hoyt wears the Hadley Rille Flight Commander 43. Hoyt helps illustrate that the Flight Commander is a highly functioning tool watch that is also designed for style and is as appropriate to sport on the film set and in the boardroom as it is in the cockpit.

Originally from the Main Line area outside of Philadelphia, Hoyt was a scholar-athlete at Princeton where he graduated with a BA in Economics and played football.

In his early career, Hoyt worked as a fashion model for the Ford and Wilhelmina agencies and is considered to be the world's first male supermodel. Over his fifteen-year career, Hoyt was the face of numerous campaigns for the industry's top designers, and he appeared in over three hundred commercials.

In 2000, Hoyt moved from New York to Los Angeles where he began working as an actor and now has over forty films to his credit. Hoyt has won over fifty best actor awards.



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Ambassador

Expanding his skill set to include directing, screenwriting, editing and producing, Hoyt created his own production company, Tortoise Entertainment, in 2010. With Tortoise, Hoyt has produced two award-winning feature films. *Dumbbells*, a buddy comedy set in the gym, and *Intersection*, a psychological, romantic thriller. Together, these two films won nearly two hundred awards during their respective film festival runs. *Intersection* became one of the most acclaimed indie films of 2016, winning over a hundred awards, including 50+ wins for Best Picture.

Hoyt is also a cult survivor. He has been speaking publicly about the dangers and the lessons learned from his experience of cultic and abusive environments for over two decades. And he assists families and individuals who have loved ones caught in cultic situations.

Currently, Hoyt is co-hosting and producing a podcast series called *WhaTheFlok* where he interviews other cult survivors and can be found on all major streaming platforms. In addition, Hoyt is developing a scripted TV series that chronicles his twenty-year journey into the *Eternal Values* religious cult and his subsequent escape and recovery. Also, he is writing a book, *Seemed Like a Great Idea at the Time*, which catalogs his journey through the cult years and after while living a double life as one of the world's top fashion models.



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