



**BRAND BOOK.**

**WWW.EXTREME.WATCH**

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FEEL FREE TO EXPLORE THE **EXTREME** SPIRIT.

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# TIMELINE.



First Drawing And Design Was Created By Torsten Nagengast

2010



First Hand-Made Watch Sample In Aluminum

2011



First Testing of Ultra-Light Movement

2012-13



Change Case From Aluminum to Carbon

2013



Testing of Different High-tech Case Materials

2014



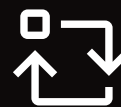
Optimize Ultralight Aluminum Movement in Pforzheim, Germany

2015



First Serial Prototypes And Testing

2016



Design Optimizations Testing

2017



Marketing Preparations, Production Setup Germany

2018



New Offices Structure In Germany And China

2018



Product Release

2019



Preserial Sales X1 - NX1 - ML1

2020



Mechanical Movement

2021-23



Release of X2 Models With Upgraded Mechanism

2024





# THE EXTREME SPIRIT.

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## THE POINT OF NO RETURN IS BEHIND

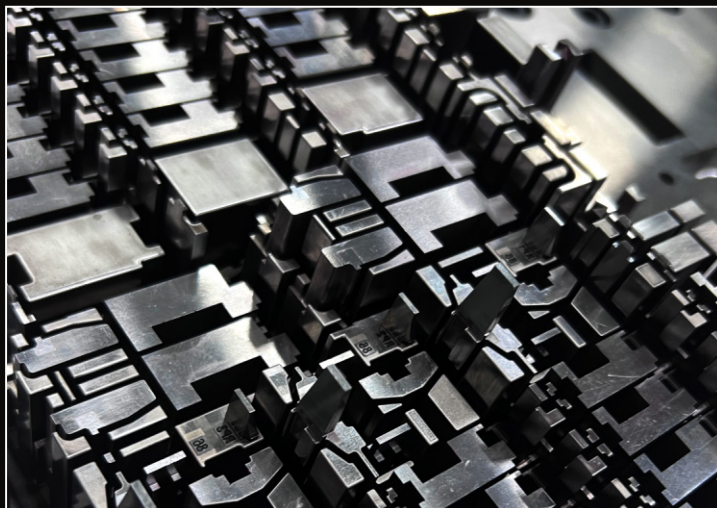
In tribute to active friends in Life, Business and Sports, we created this time instrument. Once on your wrist, this watch will remind you to keep going, success is not final, failure is not fatal.

Give our watch friends the real reason to invest in this watch. To inspire people keep the pure emotion in their lives and to be the best version of yourself.



## TORSTEN NAGENGAST

The **Creator** of EXTREME WATCH Unites Business, Passion And Extreme Lifestyle.



### PASSIONIST IN WATCHMAKING

- 15 years in high-end watchmaking
- In-house movement production
- Watchmaker to Arab. Palace
- Watch collector
- Producer for different micro-brands

### ENTREPRENEUR IN HI-TECH INDUSTRY

- Consulting Car Brands
- Charge of high precision Projects
- Companies in Asia and Europe
- Insight into high performance materials
- Top level engineering
- International Sourcing

### EXTREME LIFESTYLE

- A life in kickboxing
- Black belt master
- German champion (3 times)
- 3rd at Northern European and world championship (bronze)



“SUCCESS IS NOT FINAL, FAILURE IS NOT FATAL”

— Torsten Nagengast, CEO and Founder



# CORE VALUES.

- Invented, Developed And Produced In Germany
- High Performance Materials
- Customized Functional Design
- Ultralight Time-Instrument
- The Spirit Of Extreme Lifestyle
- A Transformer
- Ready For Co-Branding and Co-Operations

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**EXTREME WATCHES.**

# ROCKET **DNA** ON YOUR WRIST.

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As we started out to build EXTREME – we did not start out to compare with anybody else in the watch industry. At very early stage at the start of the project, it was clear the key to success will be the difference in DNA. We united the best out of the watch production and the Hi-tech materials in automotive industry, strong led by the EXTREME Spirit.

**Just for understanding:** The aluminium we see in the EXTREME movement is used in aerospace programs for rockets. This definitely answers all questions about reliability of this material. The assembly and quality control, we keep in Germany.







## REINFORCED CARBON

A carbon body assembled in a sandwich style with Titanium bezel and bottom, it gives a stability and strength we can find only in F1 sports cars, which is also used in a molded CFC monocoques serving as its passenger cabin or in Hi-tech combat jets.

## EXTREME SPIRIT

How many times have you surprised yourself and done something you had once only hoped to do, or done something you thought was impossible? If you're searching for a challenge that puts your mind and body to the test – take it to the **extreme**.

## HARDENED MOVEMENT ALUMINUM

Perfect in point of weight, perfect in point of strength, free of any tensions and TOP results during temperature tests. No micro-brand in the watch industry used the hardened Aluminum to produce all bridges and plates of the movement, nobody is taking like we do the advantages of the characteristics of this high-performance material.

## SELF DEVELOPED

As of today, there are no other micro-brands in the watch industry which use hardened aluminum to produce all bridges and the plates of the movement; no one is yet taking advantage of the high-performance characteristics of this material.





## STRENGTH

Aluminum alloys commonly have tensile strengths of between 70 and 700 MPa. Unlike most steel grades, aluminum does not become brittle at low temperatures. Instead, its strength increases.

## WEIGHT

One of the best-known properties of aluminum is that it is light, with a density one third that of steel, 2,700 kg/m<sup>3</sup>. The low density of aluminum accounts for it being lightweight but this does not affect its strength.

## MACHINING

Aluminum is easily worked using most machining methods — milling, drilling, cutting, punching, bending, etc.

## NON-MAGNETIC MATERIAL

Aluminum is a non-magnetic (actually paramagnetic) material. To avoid interference of magnetic fields aluminum is often used in magnet X-ray devices.

## CONDUCTIVITY

Aluminum is an excellent conductor of heat and electricity. An aluminum conductor weighs approximately half as much as a copper conductor having the same conductivity.

## ANODIZING & CORROSION RESISTANCE

Aluminum reacts with the oxygen in the air to form an extremely thin layer of oxide. This layer is dense and provides excellent corrosion protection. The layer is self-repairing if damaged.

Anodizing increases the thickness of the oxide layer and thus improves the strength of the natural corrosion protection. Anodizing create a decorative surface with durable colour and gloss. Aluminum is extremely durable in neutral and slightly acid environments.



## THE TITANIUM CASE

Titanium is used inside the Car engine or even more impressive inside the human body. What material can be better for being in touch with the skin of an EXTREME Watch owner.

Carbon fiber is stronger than steel, and a fraction of its weight. Assembled in a sandwich style with Titanium bezel and bottom it gives a stability and strength we can find only in F1 sports cars, which have also a moulded CFC monocoque serving as its passenger cabin and structural core or Hi-Tech combat jets.

## THE MAXIMUM OF PROTECTION

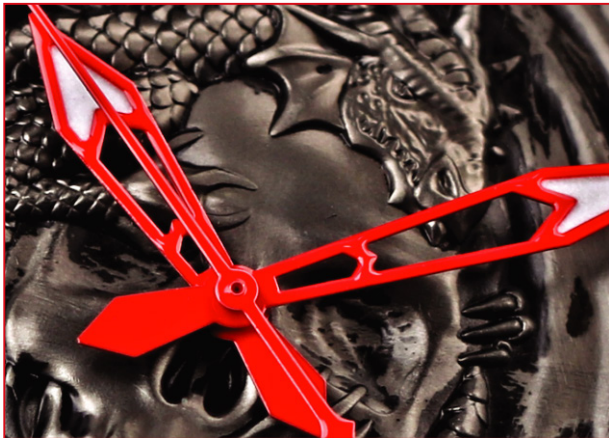
Made from Titan and High-performance Carbon Fiber Reinforced Polymers.

The Carbon Fiber (or glass fiber) case-body perfectly compensates temperatures and shocks, it makes the watch lighter and incredibly comfortable to wear during an active day.





**MILESTONE**



**X2**



**NOXCUSE**





# X2

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## SOME DETAILS ABOUT **THIS WATCH**

The is the real top-grade model, a watch that goes beyond the fashion and combines the traditional watchmaking with completely new modern lines and latest hi-tech breakthroughs.

A watch that offers a new way of living your passions to the full.





## MOVEMENT

Movement:	EX-01 Inhouse Alminuim
Jewels:	17
Type:	Hand winding
Frequency:	21600 beat/hour
Layout:	Small second at 6
Origin:	Germany

## CASE

Diameter:	45mm
Case length With lugs:	55.7mm
Thickness:	11.5mm
Material:	Carbon & Titanium
Carbon Colour:	Nature Dark/ Grey
Case back:	Titanium transparent back / 8 screws
Bezel/Crown/Back:	Titanium
Type:	Sandwich style with 8 screw

Movement coloured and made from hardened Aluminium used in Aerospace industry / case design mostly straight lines and no radius made from carbon.

## DIAL

Material:	sBrass/Carbon combination 2 layers
Colour:	Red, orange or blue
Time display:	Pointer Indicator/ hour minute and sub-second at 6
Lume:	Swiss C1 super lume

## STRAP

Material:	Leather with silicon
Colour:	Black, Blue, Orange, White
Strap size:	24mm / 22mm
Strap length:	80mm / 120mm
Clasp:	Titanium with EXTREME logo

## GLASS

Front:	Sapphire
Back:	Sapphire

# X2 – THE MECHANISM

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# X2

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# MILESTONE

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## SOME DETAILS ABOUT THIS WATCH

This model is dedicated to important moments and achievements in our lives.

Each time Instrument will get your unique personal engraving on the bottom, and is numbered with the Serial number 1/1 on the dial, UNIQUE just like your personal **MILESTONE**.





## MOVEMENT

Movement:	Miyota quartz
Type:	Quartz
Layout:	Hour/Minute/Center Second
Origin:	Japan

## DIAL

Material:	Brass/Carbon combination 2 layers
Colour:	Red
Time display Function:	Pointer indicator / Centre second
Lume:	Swiss C1 super lume

## CASE

Diameter:	45mm
Case length With lugs:	55.7mm
Thickness:	11.5mm
Material:	Carbon & Titanium
Carbon Colour:	Nature Dark/ Grey
Case back:	Titanium Solid Back With Customized Engraving / 8 Screws
Bezel/Crown/Back:	Titanium
Type:	Sandwich style with 8 screw

## STRAP

Material:	Leather with silicon
Color: Black, Blue, Orange, White	Red or White
Strap size:	24mm / 22mm
Strap length:	80mm / 120mm
Clasp:	Titanium with EXTREME logo

## GLASS

Front:	K1-hardened
Back:	Solid Titan case back without glass

Serial model available in different colors / Case Design mostly straight lines and no radius made from Carbon / Case back with individual engraving.



# MILESTONE

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# NOXCUSE

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## SOME DETAILS ABOUT THIS WATCH

We named the serial Model “noXcuse”. Once this watch is on your wrist, it will remind you — no excuse not to reach what you aim for — no excuse not to go ahead to take action in order to achieve what you want.





## MOVEMENT

Movement:	Miyota quartz
Type:	Quartz
Layout:	Hour/Minute/Center Second
Origin:	Japan

## DIAL

Material:	Brass/Carbon combination 2 layers
Colour:	Red
Time display Function:	Pointer indicator / Centre second
Lume:	Swiss C1 super lume

## CASE

Diameter:	45mm
Case length With lugs:	55.7mm
Thickness:	11.5mm
Material:	Glass Fiber case & Titanium
Carbon Colour:	Black, Blue and Orange
Case back:	Titanium Solid Back With Customized Engraving / 8 screws
Bezel/Crown/Back:	Titanium
Type:	Sandwich style with 8 screw

Serial model available in different colors / Case Design mostly straight lines and no radius made from Glass Fiber in different colours.

## STRAP

Material:	Leather with silicon
Colour:	Blue or Orange
Strap size:	24mm / 22mm
Strap length:	80mm / 120mm
Clasp:	Titanium with EXTREME logo

## GLASS

Front:	K1-hardened
Back:	Solid Titan case back without glass



# NOXCUSE

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## BRAND IDENTITY

Our watches don't just convey information, but also the singular attitude of the extreme lifestyle.

Our logo is a subtle communication of how we see ourselves: active, passionate and adventurous.

## BRAND VOICE

The **EXTREME** voice deliver the brand experience clearly especially for 35 – 40 year old group, concisely and with the same attributes possessed by ever watch we made.

We're not ones to shout, but via the ambassadors we choose to share.





## ..WITH PARTNERS WHO SHARE THE SAME SPIRIT

**EXTREME** isn't just a watch, it is much more a feeling of adventurous lifestyle in particular, a lifestyle that's action packed, adventurous, fearless, and usually pretty extreme. These values make EXTREME a perfect pairing for co-branding campaigns, especially those surrounding action sports, tuning, racing or just a crazy lifestyle. To make the partnership work, EXTREME offers the option to other brands, athletes and adventurers around the world to create and design a unique limited edition together.

The carbon fiber case can be produced in many different colours as well as the base layer of the sandwich dial, which can be replaced with a different material and colours. The top dial layer, on the other hand, can even be manufactured in any other shape or style and there's also an option to have an additional hand or strap. It's possible to modify it starting from the very core of the watch, the movement and ending with the case-body colour. All you need is fantasy and you can transform this watch into anything you want and make it just as crazy or as stylish as you want it to be.





Customized Watches With Craving Name For Winners







Customized Watches With MMC Logo Craving For Fight Nights



# CO-OPERATION // HUAXIA CHINESE CUP 2019. 30



Sponsor For Nanjing Car Racing Team





# THE **EXTREME** WATCH IS A PURE TRANSFORMER. 31

Starting from the case and ending with the appearance of its “engine” . The movement colours as well as the engravings and dials can be completely transformed according to the required design.

Also the carbon fiber case can be produced in many different colours as well as the base layer of the sandwich dial, which can be replaced with a different material and colours.

The top dial layer, on the other hand, can even be manufactured in any other shape or style and there’s also an option to have an additional hand or strap.

It’s possible to modify it starting from the very core of the watch, the movement and ending with the case-body colour. All you need is fantasy and you can transform this watch into anything you want and make it just as crazy or as stylish as you want it to be.



The New York Times

A BLOG TO  
**WATCH**

**B B C**

 **watchuseek**

  
**ProSieben**

 **DEPLOYANT**

**...AND MANY MORE!**







...AND MANY MORE!



Instagram



**30K+**  
FOLLOWERS

Facebook



**139K+**  
FOLLOWERS

LinkedIn



**15K+**  
FOLLOWERS





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**THANKS FOR  
VIEWING!!**

