

Breitling And Etihad Airways Launch \$5,100 Luxury Watch

Abu-Dhabi carrier Etihad Airways has announced the launch of a new limited-edition timepiece in partnership with Swiss luxury watchmaker Breitling, during New York Fashion Week.

Named the 'Most Punctual Airline in the Middle East' [by aviation data company OAG](#), Etihad's collaboration with one of the world's most precise watchmakers is a timely partnership. The figures revealed that Etihad was the only regional carrier whose punctuality averaged more than 80% for flights in the first seven months of 2019. The airline industry's globally-applied definition of on-time departure and arrival is within 15 minutes of published schedule times.

Breitling will serve as the airline's Official Timekeeper and to mark the celebration, introduced the Aviator 8 Etihad Limited Edition timepiece. A black steel model, the new product has been co-designed by Etihad and the Swiss watchmaker, making it the Breitling's first-ever timepiece featuring the Arabic language. The model features the Arabic numerals in striking gold color, complete with matching gold hands.

Speaking at the launch event in New York, Tim Sayler, Breitling's Chief Marketing Officer, said, "Etihad Airways and Breitling are united by a passion for aviation, as well as by their steadfast commitment to quality and precision."

Powered by the Breitling Calibre 45, this automatic wristwatch has a bidirectional rotor winding with over 40 hours of power reserve. The black steel dial showcases the time, days of the week and date and is supported by double anti-reflective sapphire glass and a black leather strap. The luxurious arm candy is limited to 500 pieces only and will first be available exclusively in the capital, before being released internationally, retailing for \$5,172.



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