

SWISS  MADE

2019



CATALOGUE

MOVEMENTS


SELLITA
Independent Swiss watchmakers



Tradition

Founded in 1950 in La Chaux-de-Fonds, Sellita has a long tradition in assembly as well as in design and manufacture of quality mechanical movements. Over the years Sellita has managed to become a vital pillar of the Swiss watchmaking industry.

Manufacture

Product of a strong corporate vertical structure, Sellita has in-house control over all the essential stages of the design, manufacture and assembly of mechanical movements. Sellita has its own movement-blank factory (Gurofa) as well as its own electroplating and decoration business (Technicor). Sellita's expertise extends even to the design and manufacture of the regulating organ, in other words, the heart of the mechanical movement.

Swiss Made

More than just a geographical background, to Sellita, the term Swiss Made means a promise of quality and reliability.

Independence

Proud of its independence, Sellita caters for all brands and treats all its clients on equal terms.

Introduction



Confidentiality

Aware of the need to work for clients who themselves are sometimes competitors, Sellita maintains the strictest confidentiality to best preserve the interests of its various clients.

Flexibility

Sellita is constantly committed to responding to the specific needs and expectations of every client.

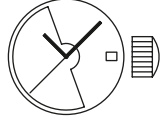
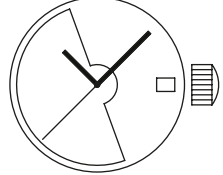
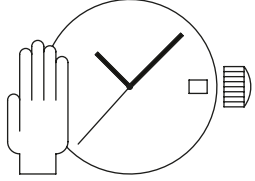
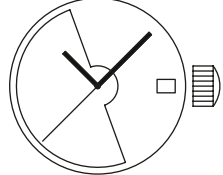
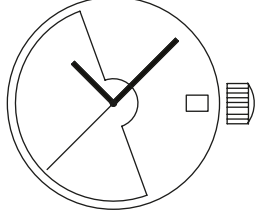
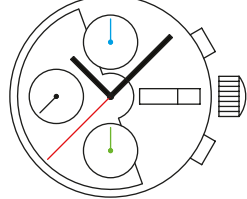
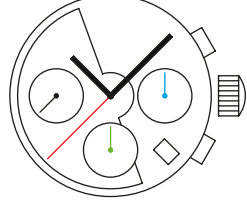
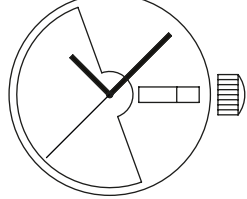
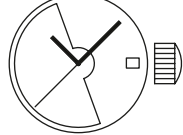
Rigor

The guarantee of quality, Sellita's rigor is reflected in the excellence of its products and its services.

Innovation and state-of-the-art technology

Sellita is innovative in a number of areas. This innovation covers both the design of new machines, the process of manufacture and assembly, and, of course, the product itself. Sellita has state-of-the-art research and production equipment at its disposal and is unceasing in its optimisation of products and production processes. To this end, Sellita has several engineering departments as well as two in-house laboratories, one of which is dedicated to chemical analysis and control of materials.

Movement families overview

- SW100 ————— $7\frac{3}{4}'''$
H 4.80 mm
Ø 17.20 mm  P. 6
- SW200 ————— $11\frac{1}{2}'''$
H 4.60 mm
Ø 25.60 mm  P. 8
- SW215 ————— $11\frac{1}{2}'''$
H 3.35 mm
Ø 25.60 mm  P. 20
- SW300 ————— $11\frac{1}{2}'''$
H 3.60 mm
Ø 25.60 mm  P. 28
- SW400 ————— $13\frac{3}{4}'''$
H 4.67 mm
Ø 31.00 mm  P. 32
- SW500 ————— $13\frac{1}{4}'''$
H 7.90 mm
Ø 30.00 mm  P. 36
- SW510 ————— $13\frac{1}{4}'''$
H 7.90 mm
Ø 30.00 mm  P. 48
- SW600 ————— $13\frac{1}{4}'''$
H 7.90 mm
Ø 30.00 mm  P. 60
- SW1000 ————— $9'''$
H 3.90 mm
Ø 20.00 mm  P. 64

Features of the SW100

The SW100 is the embodiment of automatic ladies' watch movements *par excellence*. With an architecture proven over decades, it represents the ideal choice for equipping small or shaped watches. It is the ladies' equivalent of the SW200-1 movement.



SW100 family

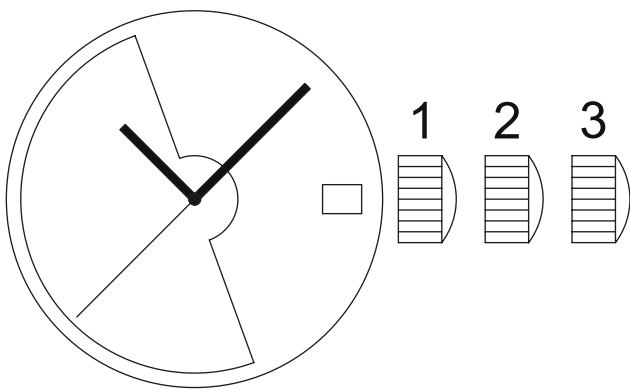
NEW

SW100

7³/₄'''

H 4.80 mm

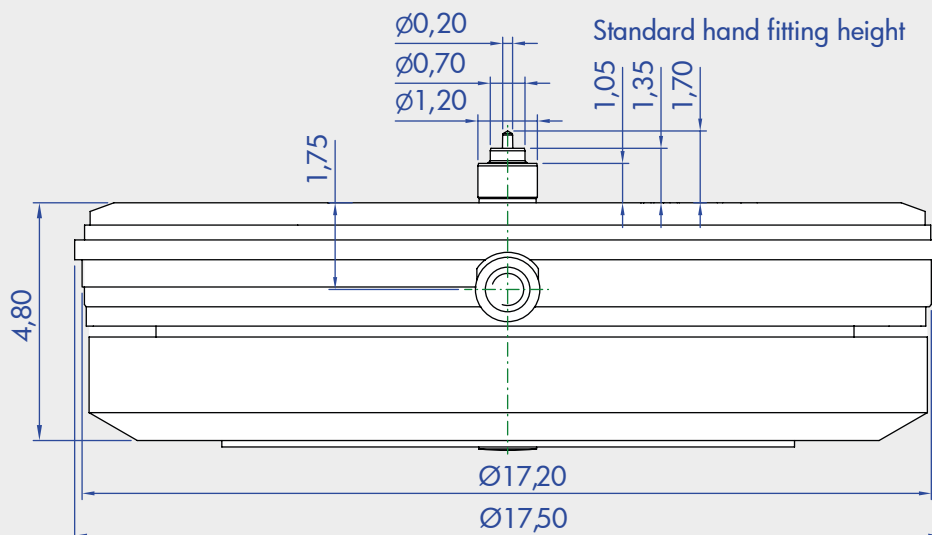
Ø 17.20 mm



Self-winding - 3 hands - date

Hours, minutes and central sweep seconds
Date with quick setting
Self-winding mechanism with ball bearing
Stop second device
28'800 vibrations per hour (4 Hz)
25 jewels
38 hours of running time

1) Manual winding 2) Date setting 3) Time setting



Technical documentation available at www.sellita.ch

Features of the SW200-1

A real pillar of Swiss watchmaking, the SW200-1 is precise, reliable and robust. The SW200-1 is versatile too and, thanks in particular to its many versions and small complications, is well able to equip all types of watches, from the most sports-orientated to the most elegant.

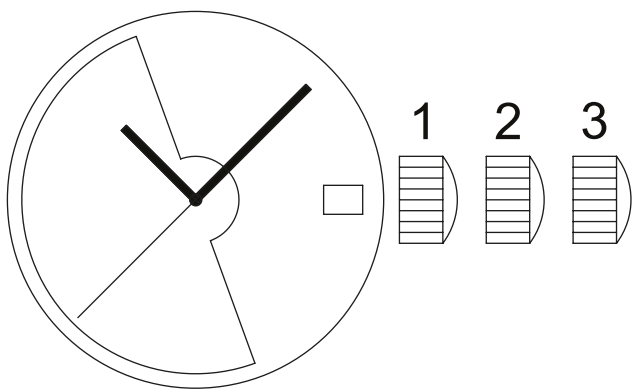


SW200-1

11½'''

H 4.60 mm

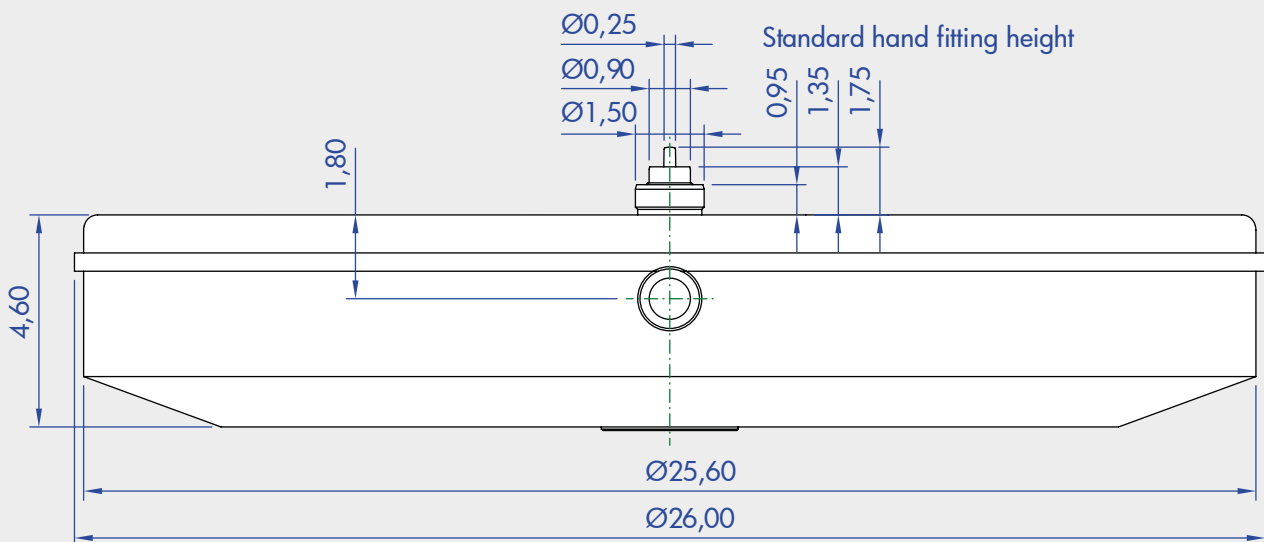
Ø 25.60 mm



Self-winding - 3 hands - date

Hours, minutes and central sweep seconds
Date with quick setting
Self-winding mechanism with ball bearing
Stop second device
28'800 vibrations per hour (4 Hz)
26 jewels
38 hours of running time

1) Manual winding 2) Date setting 3) Time setting



Technical documentation available at www.sellita.ch

Comparing SW260-1 and SW261-1

The SW261-1 comes with an increased small second pivot point distance of 7,6 mm compared to the 6,4 mm of the SW260-1.

Thus, the SW260-1 and SW261-1 allow to choose the optimum small second size depending on the diameter of the dial.

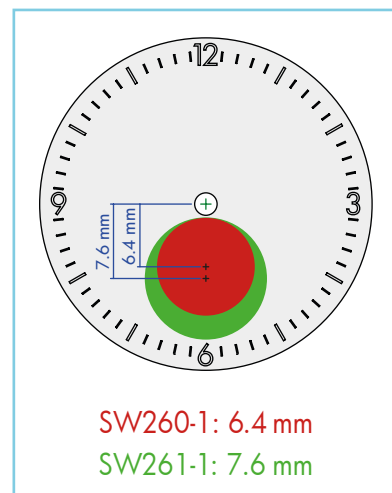
40 mm diameter watches



SW260-1



SW261-1



SW260-1: 6.4 mm

SW261-1: 7.6 mm

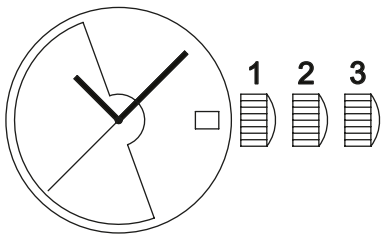
Standards

SW200-1

1 1 1/2'''

H 4.60 mm

Ø 25.60 mm



- 1) Manual winding
- 2) Date setting
- 3) Time setting

Self-winding - 3 hands - date

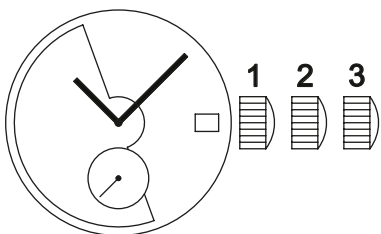
Hours, minutes and central sweep seconds
Date with quick setting
Self-winding mechanism with ball bearing
Stop second device
28'800 vibrations per hour (4 Hz)
26 jewels
38 hours of running time

SW260-1

1 1 1/2'''

H 5.60 mm

Ø 25.60 mm



- 1) Manual winding
- 2) Date setting
- 3) Time setting

Self-winding - 3 hands - small second - date

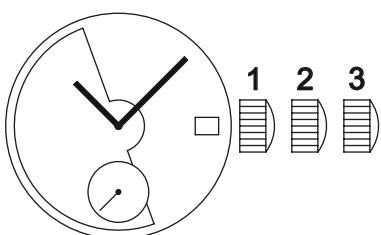
Hours, minutes and small second at 6 o'clock (pivot point distance: 6.4 mm)
Date with quick setting
Self-winding mechanism with ball bearing
Stop second device
28'800 vibrations per hour (4 Hz)
31 jewels
38 hours of running time

SW261-1

1 1 1/2'''

H 5.60 mm

Ø 25.60 mm



- 1) Manual winding
- 2) Date setting
- 3) Time setting

Self-winding - 3 hands - small second - date

Hours, minutes and small second at 6 o'clock (pivot point distance: 7.6 mm)
Date with quick setting
Self-winding mechanism with ball bearing
Stop second device
28'800 vibrations per hour (4 Hz)
31 jewels
38 hours of running time

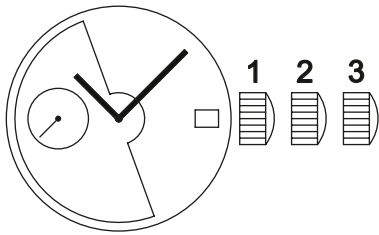
NEW

SW290-1

11½'''

H 5.60 mm

Ø 25.60 mm



- 1) Manual winding
- 2) Date setting
- 3) Time setting

Self-winding - 3 hands - small second - date

Hours, minutes and central small second at 9 o'clock (pivot point distance: 6.4 mm)
Date with quick setting
Self-winding mechanism with ball bearing
Stop second device
28'800 vibrations per hour (4 Hz)
31 jewels
38 hours of running time



SW221-1

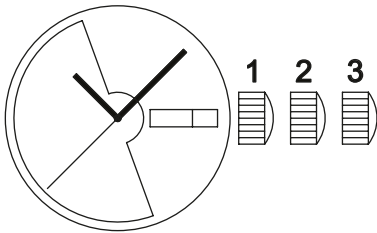
Small complications

SW220-1

1 1½'''

H 5.05 mm

Ø 25.60 mm



- 1) Manual winding
- 2) Date and day setting
- 3) Time setting

Self-winding - 3 hands - date - day

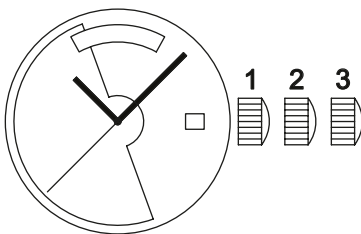
Hours, minutes and central sweep seconds
Date and day with quick setting
Self-winding mechanism with ball bearing
Stop second device
28'800 vibrations per hour (4 Hz)
26 jewels
38 hours of running time

SW240-1

1 3'''

H 5.05 mm

Ø 29.00 mm



- 1) Manual winding
- 2) Date and day setting
- 3) Time setting

Self-winding - 3 hands - date - day

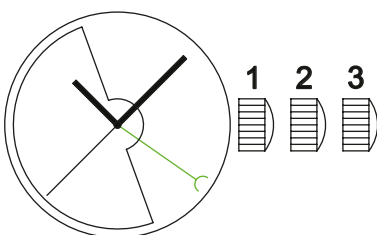
Hours, minutes and central sweep seconds
Date and day with quick setting
Self-winding mechanism with ball bearing
Stop second device
28'800 vibrations per hour (4 Hz)
26 jewels
38 hours of running time

SW221-1

1 1½'''

H 5.05 mm

Ø 25.60 mm



- 1) Manual winding
- 2) Date setting
- 3) Time setting

Self-winding - 4 hands - pointer date

Hours, minutes and central sweep seconds
Date by central hand with quick setting
Self-winding mechanism with ball bearing
Stop second device
28'800 vibrations per hour (4 Hz)
26 jewels
38 hours of running time



SW285-1 a



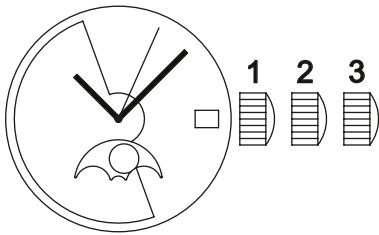
SW285-1 b

SW280-1

1 1 1/2'''

H 5.40 mm

Ø 25.60 mm



- 1) Manual winding
- 2) Date and moon phase setting
- 3) Time setting

Self-winding - 3 hands - date - moon phase

NEW

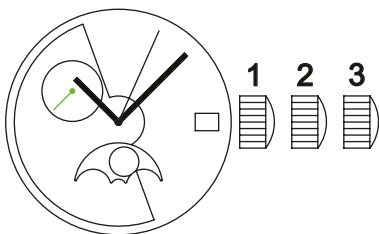
Hours, minutes and central sweep seconds
 Date and moon phase (at 6 o'clock) with quick setting
 Self-winding mechanism with ball bearing
 Stop second device
 28'800 vibrations per hour (4 Hz)
 26 jewels
 38 hours of running time

SW285-1 a

1 1 1/2'''

H 5.40 mm

Ø 25.60 mm



- 1) Manual winding
- 2) Date and moon phase setting
- 3) Time setting

Self-winding - 4 hands - date - moon phase - day/night

NEW

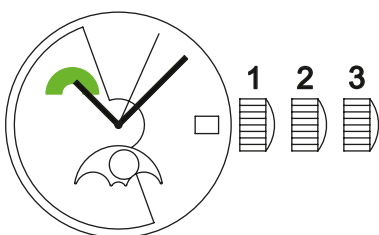
Hours, minutes and central sweep seconds
 Date and moon phase (at 6 o'clock) with quick setting
 Day/night indicator by hand at 10 o'clock
 Self-winding mechanism with ball bearing
 Stop second device
 28'800 vibrations per hour (4 Hz)
 26 jewels
 38 hours of running time

SW285-1 b

1 1 1/2'''

H 5.40 mm

Ø 25.60 mm



- 1) Manual winding
- 2) Date and moon phase setting
- 3) Time setting

Self-winding - 3 hands - date - moon phase - day/night

NEW

Hours, minutes and central sweep seconds
 Date and moon phase (at 6 o'clock) with quick setting
 Day/night indicator by disc at 10 o'clock
 Self-winding mechanism with ball bearing
 Stop second device
 28'800 vibrations per hour (4 Hz)
 26 jewels
 38 hours of running time



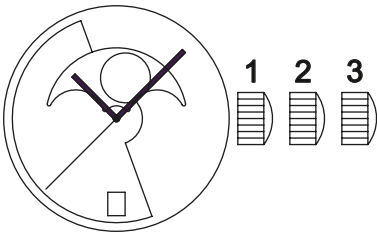
SW295-1

SW288-1

1 1½'''

H 5.65 mm

Ø 25.60 mm



- 1) Manual winding
- 2) Date and moon phase setting
- 3) Time setting

Self-winding - 3 hands - date - moon phase

NEW

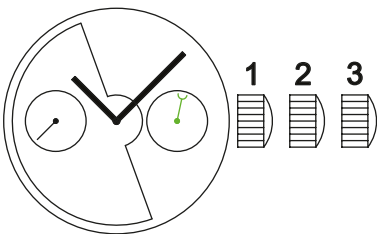
Hours, minutes and central sweep seconds
Date and big central moon phase with quick setting
Self-winding mechanism with ball bearing
Stop second device
28'800 vibrations per hour (4 Hz)
26 jewels
38 hours of running time

SW295-1

1 1½'''

H 5.60 mm

Ø 25.60 mm



- 1) Manual winding
- 2) Date setting
- 3) Time setting

Self-winding - 4 hands - small second - pointer date

NEW

Hours, minutes and small second at 9 o'clock (pivot point distance: 6.4 mm)
Date by hand at 3 o'clock with quick setting
Self-winding mechanism with ball bearing
Stop second device
28'800 vibrations per hour (4 Hz)
31 jewels
38 hours of running time

Features of the SW215-1

Manual winding version of the SW200-1, the SW215-1 is striking notably for its slimness (only 3.35 mm with date and central sweep seconds), reliability and robustness. Just like the SW200-1, the SW215-1 comes in many versions, including numerous small complications.



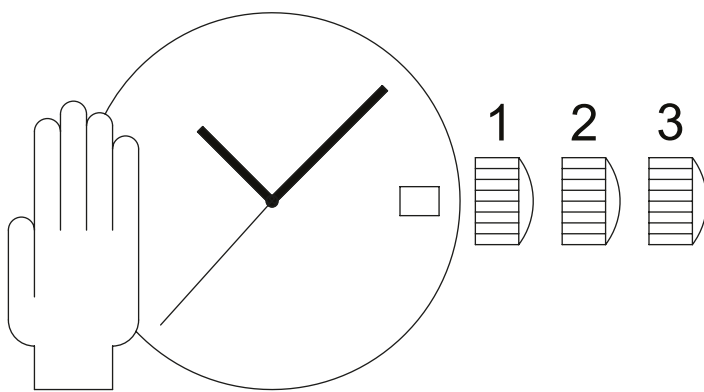
SW215 family

SW215-1

11½'''

H 3.35 mm

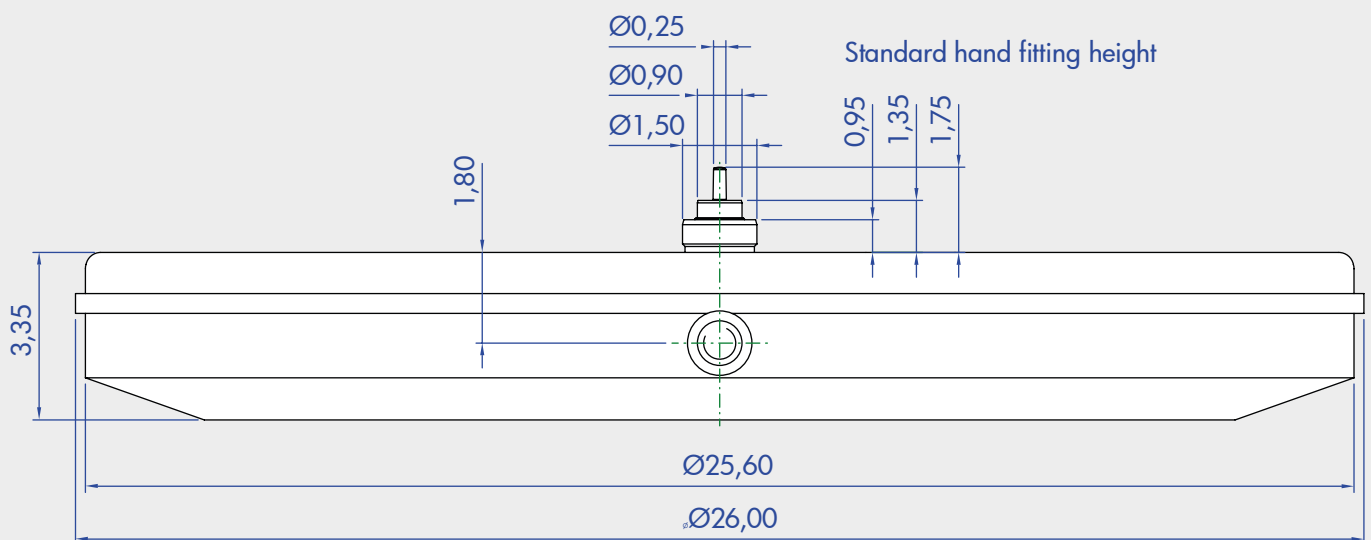
Ø 25.60 mm



Manual winding - 3 hands - date

Hours, minutes and central sweep seconds
Date with quick setting
Manual winding
Stop second device
28'800 vibrations per hour (4 Hz)
19 jewels
42 hours of running time

1) Manual winding 2) Date setting 3) Time setting



Technical documentation available at www.sellita.ch

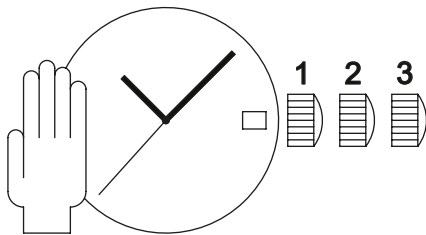
Standards

SW215-1

11½'''

H 3.35 mm

Ø 25.60 mm



- 1) Manual winding
- 2) Date setting
- 3) Time setting

Manual winding - 3 hands - date

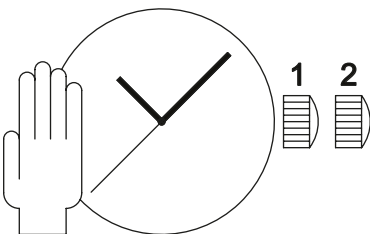
Hours, minutes and central sweep seconds
Date with quick setting
Manual winding
Stop second device
28'800 vibrations per hour (4 Hz)
19 jewels
42 hours of running time

SW210-1

11½'''

H 3.35 mm

Ø 25.60 mm



- 1) Manual winding
- 2) Time setting

Manual winding - 3 hands

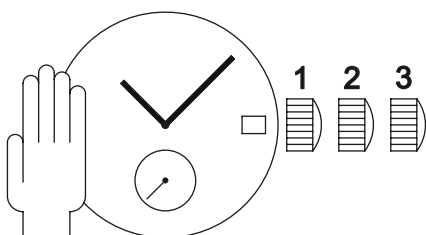
Hours, minutes and central sweep seconds
Manual winding
Stop second device
28'800 vibrations per hour (4 Hz)
19 jewels
42 hours of running time

SW216-1

11½'''

H 4.35 mm

Ø 25.60 mm



- 1) Manual winding
- 2) Date setting
- 3) Time setting

Manual winding - 3 hands - small second - date

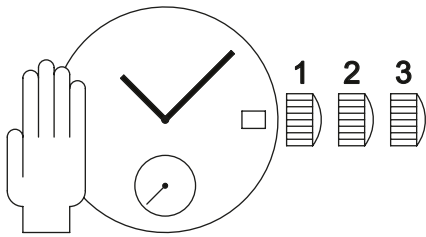
Hours, minutes and small second at 6 o'clock (pivot point distance: 6.4 mm)
Date with quick setting
Manual winding
Stop second device
28'800 vibrations per hour (4 Hz)
24 jewels
42 hours of running time

SW261-1 M

1 1½'''

H 4.35 mm

Ø 25.60 mm



- 1) Manual winding
- 2) Date setting
- 3) Time setting

Manual winding - 3 hands - small second - date

Hours, minutes and small second at 6 o'clock (pivot point distance: 7.6 mm)
Date with quick setting
Manual winding
Stop second device
28'800 vibrations per hour (4 Hz)
24 jewels
42 hours of running time

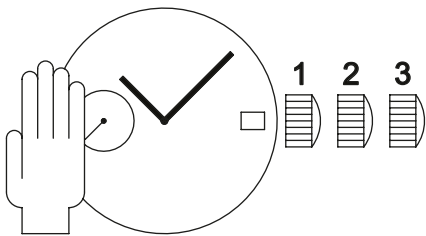
NEW

SW219-1

1 1½'''

H 4.35 mm

Ø 25.60 mm



- 1) Manual winding
- 2) Date setting
- 3) Time setting

Manual winding - 3 hands - small second - date

Hours, minutes and small second at 9 o'clock (pivot point distance: 6.4 mm)
Date with quick setting
Manual winding
Stop second device
28'800 vibrations per hour (4 Hz)
24 jewels
42 hours of running time

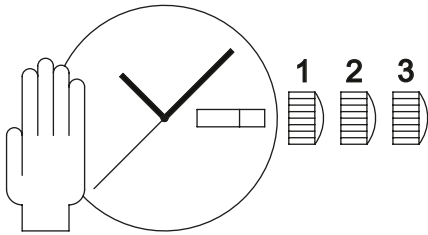
Small complications

SW220-1 M

1 1½'''

H 3.80 mm

Ø 25.60 mm



- 1) Manual winding
- 2) Date and day setting
- 3) Time setting

Manual winding - 3 hands - date - day

NEW

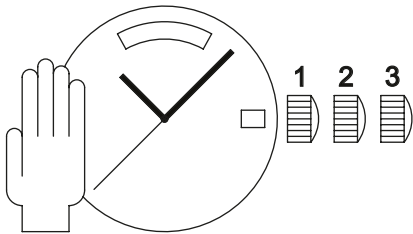
Hours, minutes and sweep seconds
Date and day with quick setting
Manual winding
Stop second device
28'800 vibrations per hour (4 Hz)
19 jewels
42 hours of running time

SW240-1 M

1 3'''

H 3.80 mm

Ø 29.00 mm



- 1) Manual winding
- 2) Date and day setting
- 3) Time setting

Manual winding - 3 hands - date - day

NEW

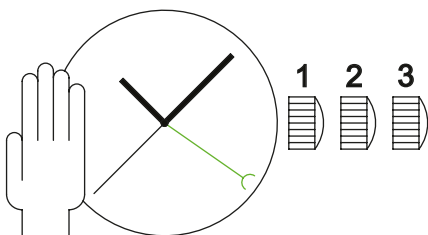
Hours, minutes and sweep seconds
Date and day with quick setting
Manual winding
Stop second device
28'800 vibrations per hour (4 Hz)
19 jewels
42 hours of running time

SW221-1 M

1 1½'''

H 3.80 mm

Ø 25.60 mm



- 1) Manual winding
- 2) Date setting
- 3) Time setting

Manual winding - 4 hands - pointer date

NEW

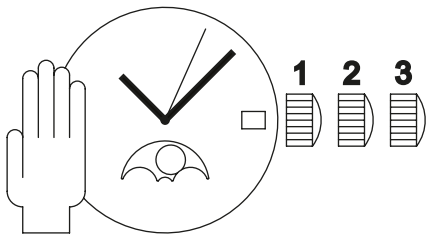
Hours, minutes and sweep seconds
Date by central hand with quick setting
Manual winding
Stop second device
28'800 vibrations per hour (4 Hz)
19 jewels
42 hours of running time

SW280-1 M

1 1 1/2'''

H 4.15 mm

Ø 25.60 mm



- 1) Manual winding
- 2) Date and moon phase setting
- 3) Time setting

Manual winding - 3 hands - date - moon phase

NEW

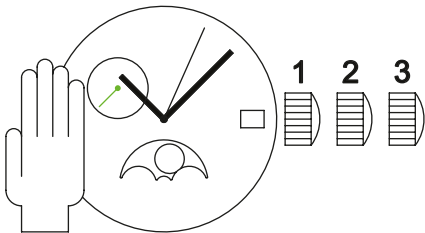
Hours, minutes and sweep seconds
 Date and moon phase (at 6 o'clock) with quick setting
 Manual winding
 Stop second device
 28'800 vibrations per hour (4 Hz)
 19 jewels
 42 hours of running time

SW285-1 M a

1 1 1/2'''

H 4.15 mm

Ø 25.60 mm



- 1) Manual winding
- 2) Date and moon phase setting
- 3) Time setting

Manual winding - 4 hands - date - moon phase - day/night

NEW

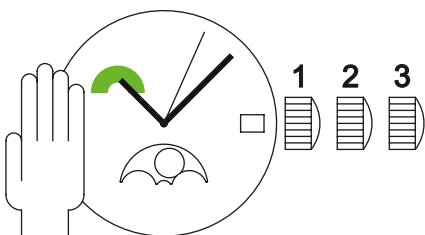
Hours, minutes and sweep seconds
 Date and moon phase (at 6 o'clock) with quick setting
 Day/night indicator by hand at 10 o'clock
 Manual winding
 Stop second device
 28'800 vibrations per hour (4 Hz)
 19 jewels
 42 hours of running time

SW285-1 M b

1 1 1/2'''

H 4.15 mm

Ø 25.60 mm



- 1) Manual winding
- 2) Date and moon phase setting
- 3) Time setting

Manual winding - 3 hands - date - moon phase - day/night

NEW

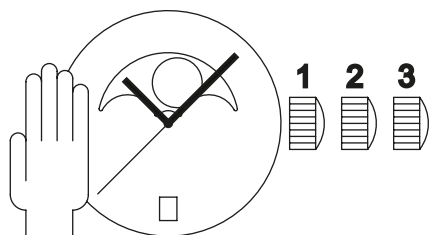
Hours, minutes and sweep seconds
 Date and moon phase (at 6 o'clock) with quick setting
 Day/night indicator by disc at 10 o'clock
 Manual winding
 Stop second device
 28'800 vibrations per hour (4 Hz)
 19 jewels
 42 hours of running time

SW288-1 M

1 1½'''

H 4.40 mm

Ø 25.60 mm



- 1) Manual winding
- 2) Date and moon phase setting
- 3) Time setting

Manual winding - 3 hands - date - moon phase

NEW

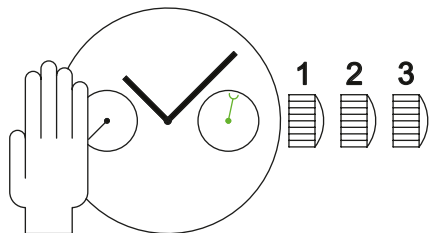
Hours, minutes and sweep seconds
Date and big central moon phase with quick setting
Manual winding
Stop second device
28'800 vibrations per hour (4 Hz)
19 jewels
42 hours of running time

SW295-1 M

1 1½'''

H 4.35 mm

Ø 25.60 mm



- 1) Manual winding
- 2) Date setting
- 3) Time setting

Manual winding - 4 hands - small second - pointer date

NEW

Hours, minutes and small second at 9 o'clock (pivot point distance: 6.4 mm)
Date by hand at 3 o'clock with quick setting
Manual winding
Stop second device
28'800 vibrations per hour (4 Hz)
24 jewels
42 hours of running time

Features of the SW300-1

Slimmer than the SW200-1 by 1.00 mm (3.60 mm as opposed to 4.60 mm), the SW300-1 is a high-end watch movement that stands out above all for its remarkable slimness. It is the ideal movement for the upper price sector and to create thin watches. Despite being only 3.60 mm thick, the SW300-1 is nonetheless robust, reliable and precise.



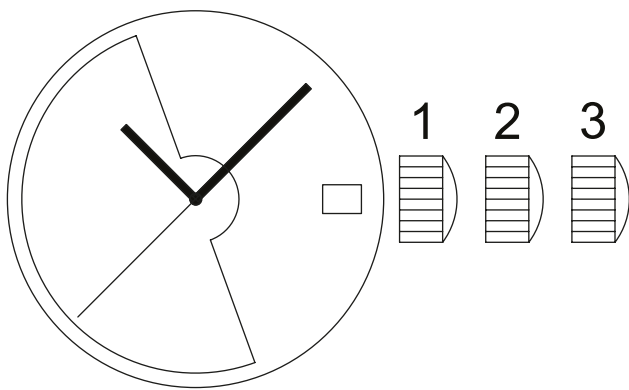
SW300 family

SW300-1

1 1/2'''

H 3.60 mm

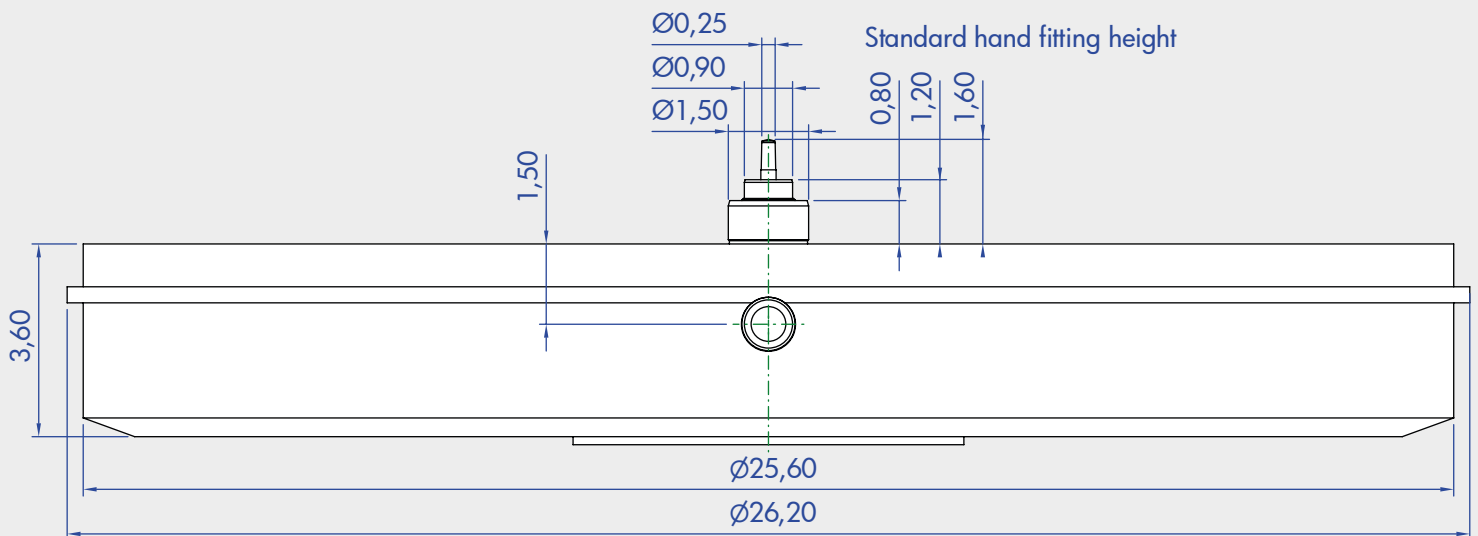
Ø 25.60 mm



Self-winding - 3 hands - date

Hours, minutes and central sweep seconds
Date with quick setting
Self-winding mechanism with ball bearing
Stop second device
28'800 vibrations per hour (4 Hz)
25 jewels
42 hours of running time

1) Manual winding 2) Date setting 3) Time setting



Technical documentation available at www.sellita.ch

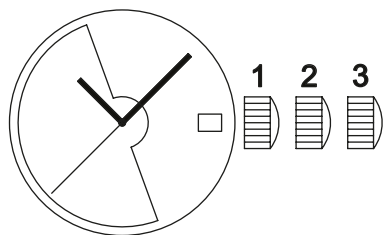
Standards

SW300-1

11½'''

H 3.60 mm

Ø 25.60 mm



- 1) Manual winding
- 2) Date setting
- 3) Time setting

Self-winding - 3 hands - date

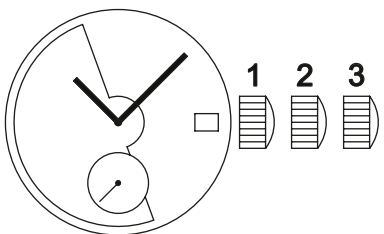
Hours, minutes and central sweep seconds
Date with quick setting
Self-winding mechanism with ball bearing
Stop second device
28'800 vibrations per hour (4 Hz)
25 jewels
42 hours of running time

SW360-1

11½'''

H 4.35 mm

Ø 25.60 mm



- 1) Manual winding
- 2) Date setting
- 3) Time setting

Self-winding - 3 hands - date - small second

Hours, minutes and small second at 6 o'clock (pivot point distance: 5.7 mm)
Date with quick setting
Self-winding mechanism with ball bearing
Stop second device
28'800 vibrations per hour (4 Hz)
31 jewels
42 hours of running time

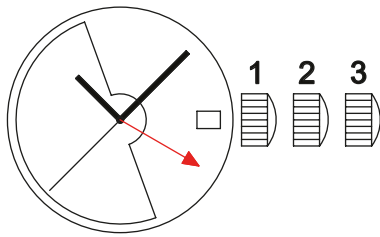
Small complication

SW330-1

11½'''

H 4.10 mm

Ø 25.60 mm



- 1) Manual winding
- 3) Date and GMT setting
- 2) Time setting

Self-winding - 4 hands - 2nd time zone - date

Hours, minutes and central sweep seconds

2nd time zone / GMT by central hand

Date and GMT with quick setting

Self-winding mechanism with ball bearing

Stop second device

28'800 vibrations per hour (4 Hz)

25 jewels

42 hours of running time

Features of the SW400-1

The SW400-1 has all the benefits of the precision, reliability and robustness of the SW200-1 but with an increased diameter size of 31.00 mm. This large diameter is a perfect fit for men's watches in contemporary sizes (40 to 46 mm diameter).

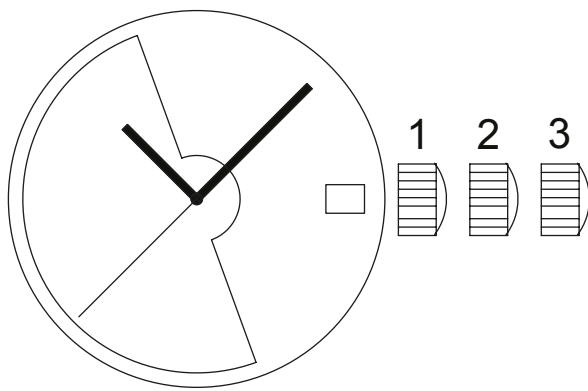


SW400-1

1 3/4'''

H 4.67 mm

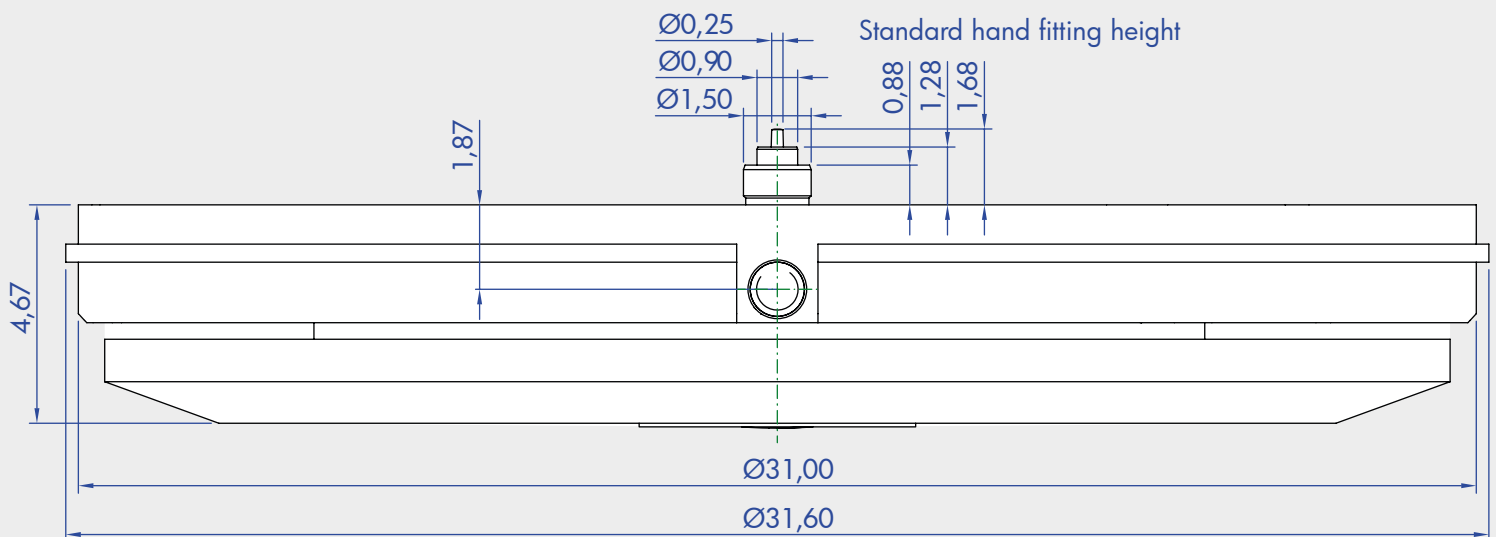
Ø 31.00 mm



Self-winding - 3 hands - date

Hours, minutes and central sweep seconds
Date with quick setting
Self-winding mechanism with ball bearing
Stop second device
28'800 vibrations per hour (4 Hz)
26 jewels
38 hours of running time

1) Manual winding 2) Date setting 3) Time setting



Technical documentation available at www.sellita.ch

Comparing SW400-1 and SW200-1

1. Date size increased by 44%

The SW400-1 comes with a date display 44% larger compared to the SW200-1. The placement of the date is also optimised. Located more to the outside of the dial, the date window allows for larger-sized dials in a balanced design.

2. New aesthetic

Due to its 31.00 mm size, the SW400-1 can fit perfectly into large diameter casings without the need to resort to a spacer ring. It also allows to have a larger see-through case back in line with the diameter of the casing.

Also the aesthetic of the movement is very pleasant owing to its bigger plate and new oscillating weight, which allows for a variety of customisations thanks to its large diameter.

42 mm diameter watches

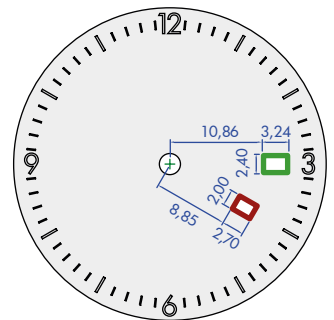
SW200-1



SW400-1



44% increase
of the date size



SW200-1: 2.00 x 2.70 mm

SW400-1: 2.40 x 3.24 mm

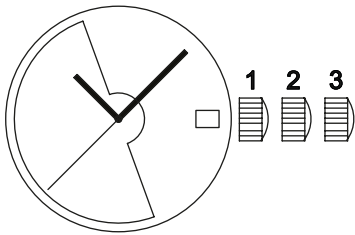
Standards

SW400-1

1 3³/₄"

H 4.67 mm

Ø 31.00 mm



- 1) Manual winding
- 2) Date setting
- 3) Time setting

Self-winding - 3 hands - date

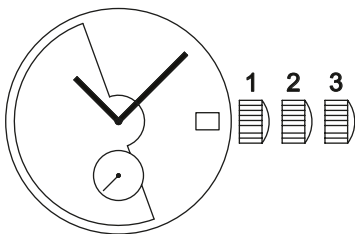
Hours, minutes and central sweep seconds
Date with quick setting
Self-winding mechanism with ball bearing
Stop second device
28'800 vibrations per hour (4 Hz)
26 jewels
38 hours of running time

SW461-1

1 3³/₄"

H 5.67 mm

Ø 31.00 mm



- 1) Manual winding
- 2) Date setting
- 3) Time setting

Self-winding - 3 hands - small second - date

Hours, minutes and small second at 6 o'clock (pivot point distance: 7.6 mm)
Date with quick setting
Self-winding mechanism with ball bearing
Stop second device
28'800 vibrations per hour (4 Hz)
31 jewels
38 hours of running time

NEW

Features of the SW500

Renowned for its legendary robustness, the SW500 is the quintessential Swiss automatic chronograph. The SW500 is characterised by its integrated chronograph mechanism (visible through the case back) and its multiple functions, which include a 30 minutes counter, a 12 hours counter as well as date and day display.



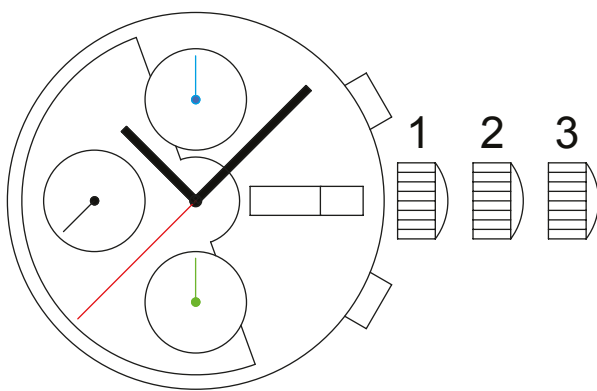
SW500 family

SW500 a

1 3/4'''

H 7.90 mm

Ø 30.00 mm



Self-winding - chronograph - date - day

Cam operated chronograph - two push-buttons

Hours, minutes and small second at 9 o'clock

60 seconds chronograph in the center

30 minutes counter at 12 o'clock

12 hours counter at 6 o'clock

Date and day with quick setting

Self-winding mechanism with ball bearing

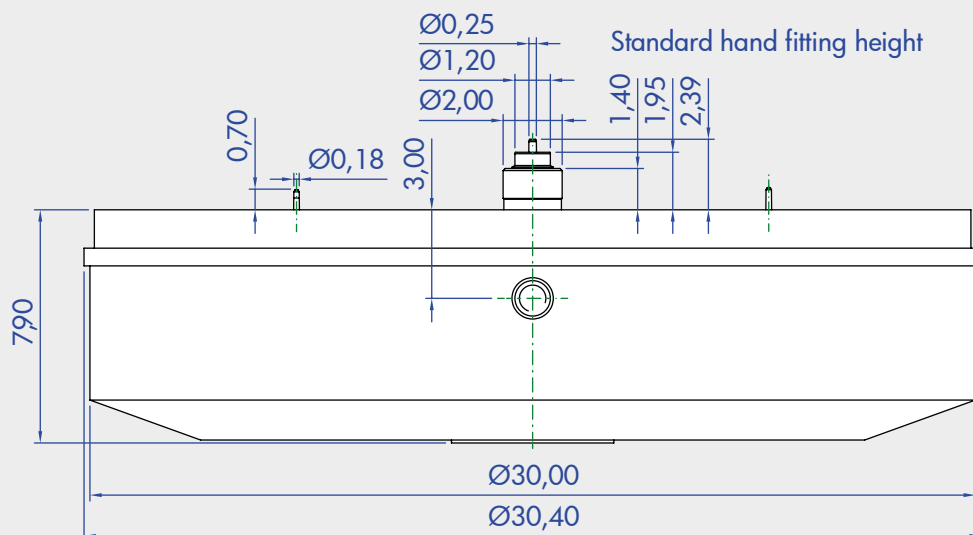
Stop second device

28'800 vibrations per hour (4 Hz)

25 jewels

48 hours of running time

1) Manual winding 2) Date and day setting 3) Time setting



Technical documentation available at www.sellita.ch

SW500 M (Manual winding version of the SW500)

NEW

All of the SW500 versions are also now available in a manual winding form. The height of the movement goes down from 7.90 mm (automatic version) to 7.00 mm (manual version), which then allows for the fabrication of thinner watches. Furthermore, the SW500 manual version is equipped with a high-end chronograph bridge with large-sized jewels and a skeleton framework so that the chronograph wheel can be seen.



SW500 M 13¼" H 7.00 mm Ø 30.00 mm

Cam operated chronograph - two push-buttons
 Hours, minutes and small second at 9 o'clock
 60 seconds chronograph in the center
 30 minutes counter at 12 o'clock
 12 hours counter at 6 o'clock
 Date and day with quick setting
 Manual winding
 Stop second device
 28'800 vibrations per hour (4 Hz)
 21 jewels
 58 hours of running time

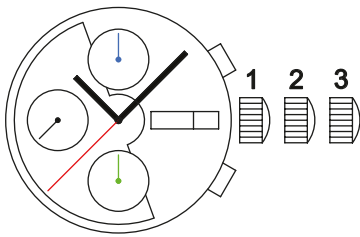
Standards

SW500 a

1 3/4'''

H 7.90 mm

Ø 30.00 mm



- 1) Manual winding
- 2) Date and day setting
- 3) Time setting

Self-winding - chronograph - date - day

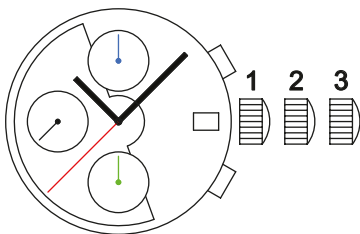
Cam operated chronograph - two push-buttons
Hours, minutes and small second at 9 o'clock
60 seconds chronograph in the center
30 minutes counter at 12 o'clock
12 hours counter at 6 o'clock
Date and day with quick setting
Self-winding mechanism with ball bearing
Stop second device
28'800 vibrations per hour (4 Hz)
25 jewels
48 hours of running time

SW500 b

1 3/4'''

H 7.90 mm

Ø 30.00 mm



- 1) Manual winding
- 2) Date setting
- 3) Time setting

Self-winding - chronograph - date

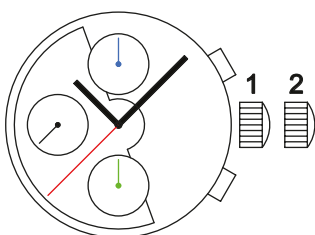
Cam operated chronograph - two push-buttons
Hours, minutes and small second at 9 o'clock
60 seconds chronograph in the center
30 minutes counter at 12 o'clock
12 hours counter at 6 o'clock
Date with quick setting
Self-winding mechanism with ball bearing
Stop second device
28'800 vibrations per hour (4 Hz)
25 jewels
48 hours of running time

SW500 c

1 3/4'''

H 7.90 mm

Ø 30.00 mm



- 1) Manual winding
- 2) Time setting

Self-winding - chronograph

Cam operated chronograph - two push-buttons
Hours, minutes and small second at 9 o'clock
60 seconds chronograph in the center
30 minutes counter at 12 o'clock
12 hours counter at 6 o'clock
Self-winding mechanism with ball bearing
Stop second device
28'800 vibrations per hour (4 Hz)
25 jewels
48 hours of running time

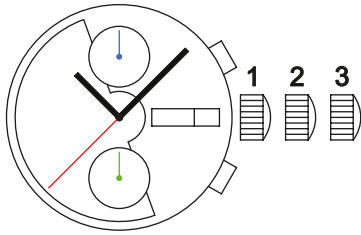
Vertical bicompaX

SW500 BV a

1 3/4'''

H 7.90 mm

Ø 30.00 mm



- 1) Manual winding
- 2) Date and day setting
- 3) Time setting

Self-winding - chronograph - date - day

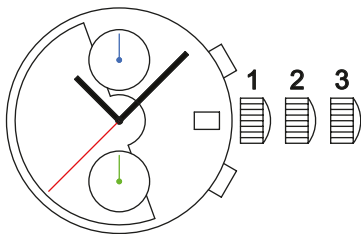
Cam operated chronograph - two push-buttons
Hours and minutes
60 seconds chronograph in the center
30 minutes counter at 12 o'clock
12 hours counter at 6 o'clock
Date and day with quick setting
Self-winding mechanism with ball bearing
Stop second device
28'800 vibrations per hour (4 Hz)
25 jewels
48 hours of running time

SW500 BV b

1 3/4'''

H 7.90 mm

Ø 30.00 mm



- 1) Manual winding
- 2) Date setting
- 3) Time setting

Self-winding - chronograph - date

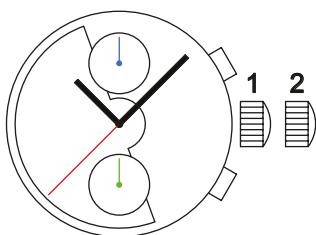
Cam operated chronograph - two push-buttons
Hours and minutes
60 seconds chronograph in the center
30 minutes counter at 12 o'clock
12 hours counter at 6 o'clock
Date with quick setting
Self-winding mechanism with ball bearing
Stop second device
28'800 vibrations per hour (4 Hz)
25 jewels
48 hours of running time

SW500 BV c

1 3/4'''

H 7.90 mm

Ø 30.00 mm



- 1) Manual winding
- 2) Time setting

Self-winding - chronograph

Cam operated chronograph - two push-buttons
Hours and minutes
60 seconds chronograph in the center
30 minutes counter at 12 o'clock
12 hours counter at 6 o'clock
Self-winding mechanism with ball bearing
Stop second device
28'800 vibrations per hour (4 Hz)
25 jewels
48 hours of running time



SW500 family

Features of the SW500 MP / MPC

Synonymous with beautiful watchmaking, the monopusher chronograph is characterised by the fact that all of the chronograph functions (start-stop-reset) are activated by a single push-button located either at 2 o'clock (MP) or in the crown (MPC). The functional sequence start-stop-reset is therefore fixed and restarting the timer after stopping it is not possible.

Combined with the SW500, the single push-button operation allows for the creation of contemporary and original configurations as well as a revival of long-lost designs. With only one push-button, the movement can also be rotated in its casing, allowing the adjustment of the position of the crown and the pushbutton and so obtaining new counter settings.



SW500 MPC c



SW500 MP a

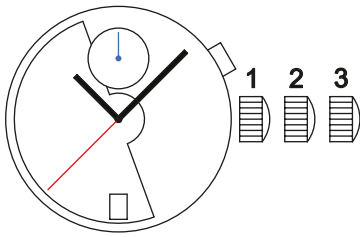
Monopusher at 2 o'clock

SW500 MP a

1 3/4'''

H 7.90 mm

Ø 30.00 mm



- 1) Manual winding
- 2) Date setting
- 3) Time setting

Self-winding - monopusher chronograph - date

NEW

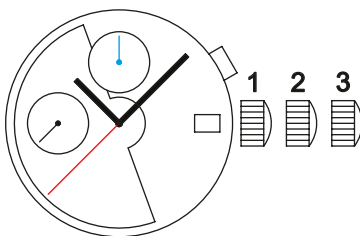
Cam operated chronograph - single push-button at 2 o'clock
Hours and minutes
60 seconds chronograph in the center
30 minutes counter at 12 o'clock
Date with quick setting
Self-winding mechanism with ball bearing
Stop second device
28'800 vibrations per hour (4 Hz)
25 jewels
48 hours of running time

SW500 MP b

1 3/4'''

H 7.90 mm

Ø 30.00 mm



- 1) Manual winding
- 2) Date setting
- 3) Time setting

Self-winding - monopusher chronograph - date

NEW

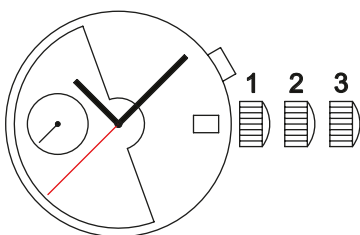
Cam operated chronograph - single push-button at 2 o'clock
Hours, minutes and small second at 9 o'clock
60 seconds chronograph in the center
30 minutes counter at 12 o'clock
Date with quick setting
Self-winding mechanism with ball bearing
Stop second device
28'800 vibrations per hour (4 Hz)
25 jewels
48 hours of running time

SW500 MP c

1 3/4'''

H 7.90 mm

Ø 30.00 mm



- 1) Manual winding
- 2) Date setting
- 3) Time setting

Self-winding - monopusher chronograph - date

NEW

Cam operated chronograph - single push-button at 2 o'clock
Hours, minutes and small second at 9 o'clock
60 seconds chronograph in the center
Date with quick setting
Self-winding mechanism with ball bearing
Stop second device
28'800 vibrations per hour (4 Hz)
25 jewels
48 hours of running time

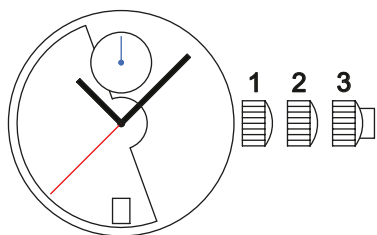
Monopusher in the crown

SW500 MPC a

1 3/4'''

H 7.90 mm

Ø 30.00 mm



- 1) Manual winding
- 2) Date setting
- 3) Time setting

Self-winding - monopusher chronograph - date

NEW

Cam operated chronograph - single push-button in the crown
Hours and minutes

60 seconds chronograph in the center

30 minutes counter at 12 o'clock

Date with quick setting

Self-winding mechanism with ball bearing

Stop second device

28'800 vibrations per hour (4 Hz)

25 jewels

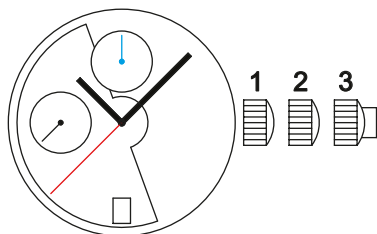
48 hours of running time

SW500 MPC b

1 3/4'''

H 7.90 mm

Ø 30.00 mm



- 1) Manual winding
- 2) Date setting
- 3) Time setting

Self-winding - monopusher chronograph - date

NEW

Cam operated chronograph - single push-button in the crown
Hours, minutes and small second at 9 o'clock

60 seconds chronograph in the center

30 minutes counter at 12 o'clock

Date with quick setting

Self-winding mechanism with ball bearing

Stop second device

28'800 vibrations per hour (4 Hz)

25 jewels

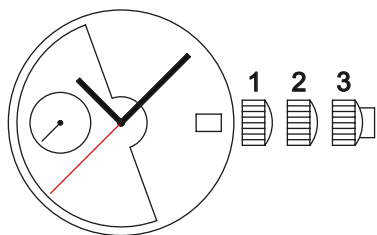
48 hours of running time

SW500 MPC c

1 3/4'''

H 7.90 mm

Ø 30.00 mm



- 1) Manual winding
- 2) Date setting
- 3) Time setting

Self-winding - monopusher chronograph - date

NEW

Cam operated chronograph - single push-button in the crown
Hours, minutes and small second at 9 o'clock

60 seconds chronograph in the center

Date with quick setting

Self-winding mechanism with ball bearing

Stop second device

28'800 vibrations per hour (4 Hz)

25 jewels

48 hours of running time



SW500 family

SW501 (SW500 with a 15 minutes counter)

Now available for all versions of the SW500, the new 15 minutes counter allows to realize a regatta display as well as an aviator counter. The SW500 versions which are equipped with a 15 minutes counter are referred to as SW501.

Combined with a regatta scale on the dial, the 15 minutes counter enables to precisely measure the countdown before the start of a sailing race.

The 15 minutes counter also permits to create a highly legible display. Such kind of counters was usual for historic aviation chronographs like the Type XX chronograph of the French army.



SW501 a



SW501 BV b

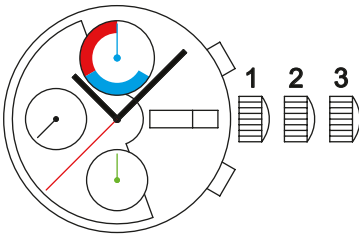
Examples of regatta displays / 15 minutes counters

SW501 a

1 3/4'''

H 7.90 mm

Ø 30.00 mm



- 1) Manual winding
- 2) Date and day setting
- 3) Time setting

Self-winding - chronograph - date - day

NEW

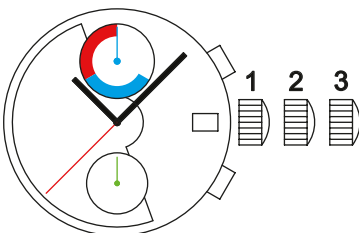
Cam operated chronograph - two push-buttons
 Hours, minutes and small second at 9 o'clock
 60 seconds chronograph in the center
 15 minutes counter at 12 o'clock
 12 hours counter at 6 o'clock
 Date and day with quick setting
 Self-winding mechanism with ball bearing
 Stop second device
 28'800 vibrations per hour (4 Hz)
 25 jewels
 48 hours of running time

SW501 BV b

1 3/4'''

H 7.90 mm

Ø 30.00 mm



- 1) Manual winding
- 2) Date setting
- 3) Time setting

Self-winding - chronograph - date

NEW

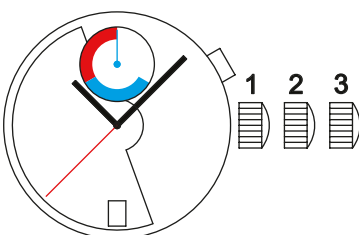
Cam operated chronograph - two push-buttons
 Hours and minutes
 60 seconds chronograph in the center
 15 minutes counter at 12 o'clock
 12 hours counter at 6 o'clock
 Date with quick setting
 Self-winding mechanism with ball bearing
 Stop second device
 28'800 vibrations per hour (4 Hz)
 25 jewels
 48 hours of running time

SW501 MP a

1 3/4'''

H 7.90 mm

Ø 30.00 mm



- 1) Manual winding
- 2) Date setting
- 3) Time setting

Self-winding - monopusher chronograph - date

NEW

Cam operated chronograph - single push-button at 2 o'clock
 Hours and minutes
 60 seconds chronograph in the center
 15 minutes counter at 12 o'clock
 Date with quick setting
 Self-winding mechanism with ball bearing
 Stop second device
 28'800 vibrations per hour (4 Hz)
 25 jewels
 48 hours of running time

Features of the SW510

The SW510 is the «tricompaX» version of the SW500. The SW510 therefore offers a traditional chronograph layout, that is, a 30 minutes counter at 3 o'clock, 12 hours counter at 6 o'clock and small second counter at 3 o'clock. Quick setting of the date is activated via the crown.

The SW510 has the same watch casing dimensions as the SW500 which means the same casing as well as the same hands as the SW500 can be used.



SW510 family

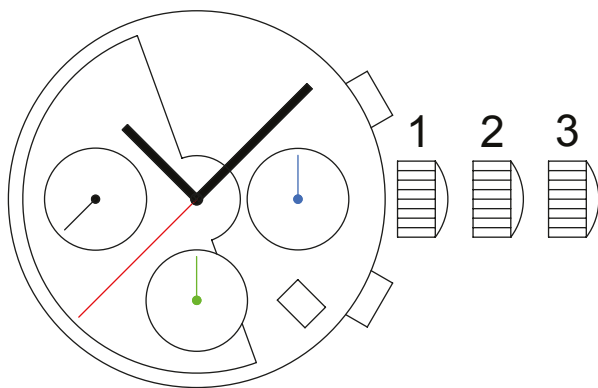
NEW

SW510 a

1 3/4'''

H 7.90 mm

Ø 30.00 mm



Self-winding - chronograph - date

Cam operated chronograph - two push-buttons

Hours, minutes and small second at 9 o'clock

60 seconds chronograph in the center

30 minutes counter at 3 o'clock

12 hours counter at 6 o'clock

Date with quick setting

Self-winding mechanism with ball bearing

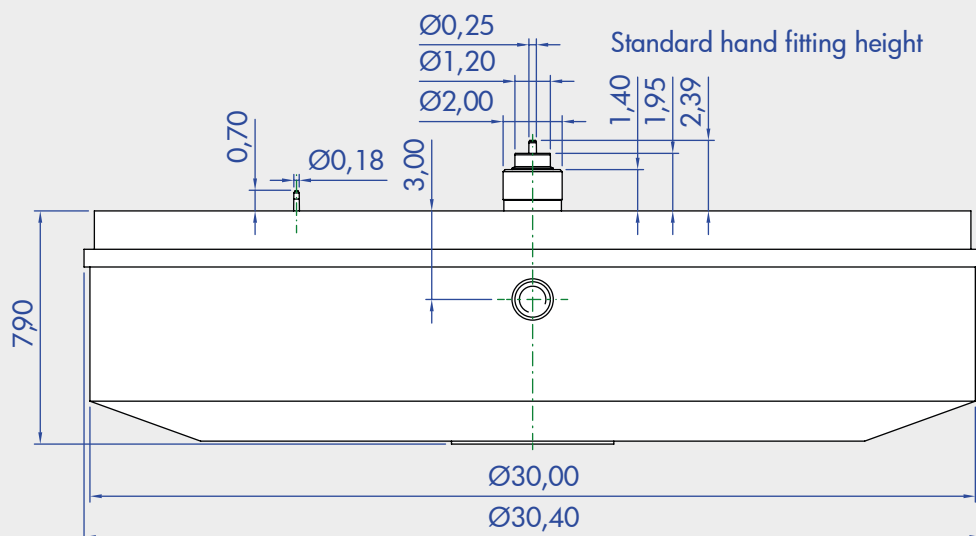
Stop second device

28'800 vibrations per hour (4 Hz)

27 jewels

48 hours of running time

1) Manual winding 2) Date setting 3) Time setting



Technical documentation available at www.sellita.ch

SW510 M (Manual winding version of the SW510)

NEW

All of the SW510 versions are also now available in a manual winding form. The height of the movement goes down from 7.90 mm (automatic version) to 7.00 mm (manual version), which then allows for the fabrication of thinner watches. Furthermore, the SW510 manual version is equipped with a high-end chronograph bridge with large-sized jewels and a skeleton framework so that the chronograph wheel can be seen.



SW510 M 13¼" H 7.00 mm Ø 30.00 mm

- Cam operated chronograph - two push-buttons
- Hours, minutes and small second at 9 o'clock
- 60 seconds chronograph in the center
- 30 minutes counter at 3 o'clock
- 12 hours counter at 6 o'clock
- Date with quick setting
- Manual winding
- Stop second device
- 28'800 vibrations per hour (4 Hz)
- 23 jewels
- 58 hours of running time

SW510 family

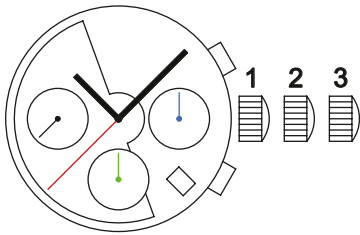
Tricomplex

SW510 a

1 3/4'''

H 7.90 mm

Ø 30.00 mm



- 1) Manual winding
- 2) Date setting
- 3) Time setting

Self-winding - chronograph - date

NEW

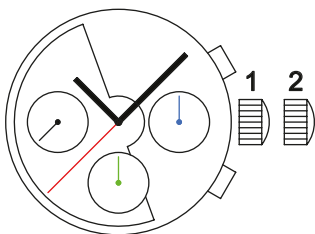
Cam operated chronograph - two push-buttons
Hours, minutes and small second at 9 o'clock
60 seconds chronograph in the center
30 minutes counter at 3 o'clock
12 hours counter at 6 o'clock
Date with quick setting
Self-winding mechanism with ball bearing
Stop second device
28'800 vibrations per hour (4 Hz)
27 jewels
48 hours of running time

SW510 b

1 3/4'''

H 7.90 mm

Ø 30.00 mm



- 1) Manual winding
- 2) Time setting

Self-winding - chronograph

NEW

Cam operated chronograph - two push-buttons
Hours, minutes and small second at 9 o'clock
60 seconds chronograph in the center
30 minutes counter at 3 o'clock
12 hours counter at 6 o'clock
Self-winding mechanism with ball bearing
Stop second device
28'800 vibrations per hour (4 Hz)
27 jewels
48 hours of running time

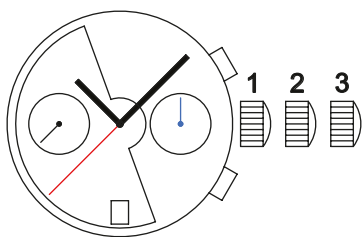
Horizontal bicompaX

SW510 BH a

1 3/4'''

H 7.90 mm

Ø 30.00 mm



- 1) Manual winding
- 2) Date setting
- 3) Time setting

Self-winding - chronograph - date

NEW

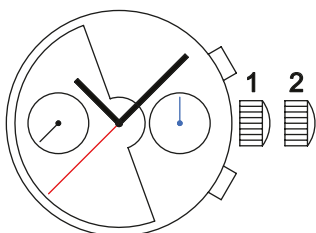
Cam operated chronograph - two push-buttons
Hours, minutes and small second at 9 o'clock
60 seconds chronograph in the center
30 minutes counter at 3 o'clock
Date with quick setting
Self-winding mechanism with ball bearing
Stop second device
28'800 vibrations per hour (4 Hz)
27 jewels
48 hours of running time

SW510 BH b

1 3/4'''

H 7.90 mm

Ø 30.00 mm



- 1) Manual winding
- 2) time setting

Self-winding - chronograph

NEW

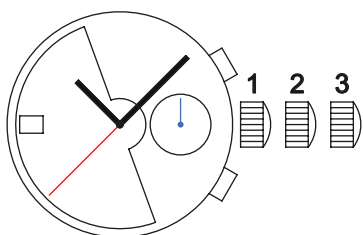
Cam operated chronograph - two push-buttons
Hours, minutes and small second at 9 o'clock
60 seconds chronograph in the center
30 minutes counter at 3 o'clock
Self-winding mechanism with ball bearing
Stop second device
28'800 vibrations per hour (4 Hz)
27 jewels
48 hours of running time

SW510 BH c

1 3/4'''

H 7.90 mm

Ø 30.00 mm



- 1) Manual winding
- 2) Date setting
- 3) Time setting

Self-winding - chronograph - date

NEW

Cam operated chronograph - two push-buttons
Hours and minutes
60 seconds chronograph in the center
30 minutes counter at 3 o'clock
Date with quick setting
Self-winding mechanism with ball bearing
Stop second device
28'800 vibrations per hour (4 Hz)
27 jewels
48 hours of running time

Features of the SW510 MP / MPC

Synonymous with beautiful watchmaking, the monopusher chronograph is characterised by the fact that all of the chronograph functions (start-stop-reset) are activated by a single push-button located either at 2 o'clock (MP) or in the crown (MPC). The functional sequence start-stop-reset is therefore fixed and restarting the timer after stopping it is not possible.

Combined with the bi-compax configuration of the SW510, the single push-button operation allows for a revival of the styling of the most beautiful classic chronographs (chronographs with two push-buttons having only been invented and patented in 1934).



SW510 MPC α



SW510 MP α

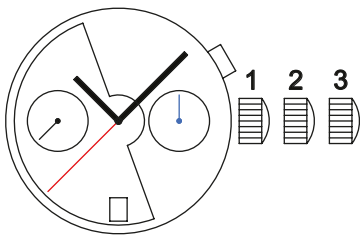
Monopusher at 2 o'clock

SW510 MP a

1 3/4'''

H 7.90 mm

Ø 30.00 mm



- 1) Manual winding
- 2) Date setting
- 3) Time setting

Self-winding - monopusher chronograph - date

NEW

Cam operated chronograph - single push-button at 2 o'clock
Hours, minutes and small second at 9 o'clock

60 seconds chronograph in the center

30 minutes counter at 3 o'clock

Date with quick setting

Self-winding mechanism with ball bearing

Stop second device

28'800 vibrations per hour (4 Hz)

27 jewels

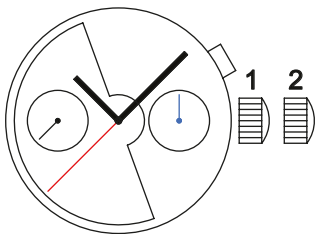
48 hours of running time

SW510 MP b

1 3/4'''

H 7.90 mm

Ø 30.00 mm



- 1) Manual winding
- 2) Time setting

Self-winding - monopusher chronograph

NEW

Cam operated chronograph - single push-button at 2 o'clock
Hours, minutes and small second at 9 o'clock

60 seconds chronograph in the center

30 minutes counter at 3 o'clock

Self-winding mechanism with ball bearing

Stop second device

28'800 vibrations per hour (4 Hz)

27 jewels

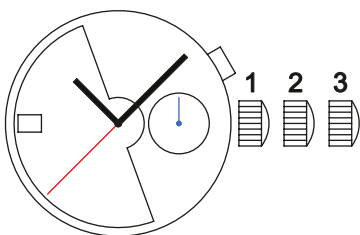
48 hours of running time

SW510 MP c

1 3/4'''

H 7.90 mm

Ø 30.00 mm



- 1) Manual winding
- 2) Date setting
- 3) Time setting

Self-winding - monopusher chronograph - date

NEW

Cam operated chronograph - single push-button at 2 o'clock
Hours and minutes

60 seconds chronograph in the center

30 minutes counter at 3 o'clock

Date with quick setting

Self-winding mechanism with ball bearing

Stop second device

28'800 vibrations per hour (4 Hz)

27 jewels

48 hours of running time

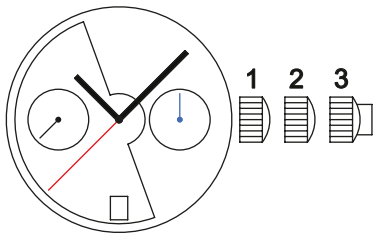
Monopusher in the crown

SW510 MPC a

1 3/4'''

H 7.90 mm

Ø 30.00 mm



- 1) Manual winding
- 2) Date setting
- 3) Time setting

Self-winding - monopusher chronograph - date

NEW

Cam operated chronograph - single push-button in the crown
Hours, minutes and small second at 9 o'clock

60 seconds chronograph in the center

30 minutes counter at 3 o'clock

Date with quick setting

Self-winding mechanism with ball bearing

Stop second device

28'800 vibrations per hour (4 Hz)

27 jewels

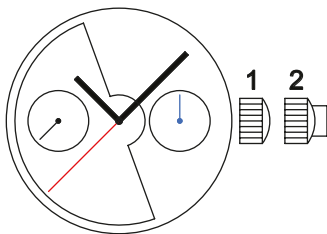
48 hours of running time

SW510 MPC b

1 3/4'''

H 7.90 mm

Ø 30.00 mm



- 1) Manual winding
- 2) time setting

Self-winding - monopusher chronograph

NEW

Cam operated chronograph - single push-button in the crown
Hours, minutes and small second at 9 o'clock

60 seconds chronograph in the center

30 minutes counter at 3 o'clock

Self-winding mechanism with ball bearing

Stop second device

28'800 vibrations per hour (4 Hz)

27 jewels

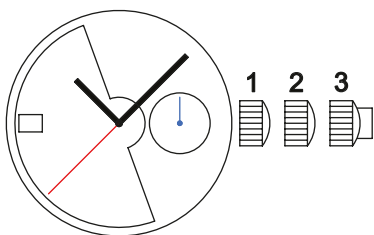
48 hours of running time

SW510 MPC c

1 3/4'''

H 7.90 mm

Ø 30.00 mm



- 1) Manual winding
- 2) Date setting
- 3) Time setting

Self-winding - monopusher chronograph - date

NEW

Cam operated chronograph - single push-button in the crown
Hours and minutes

60 seconds chronograph in the center

30 minutes counter at 3 o'clock

Date with quick setting

Self-winding mechanism with ball bearing

Stop second device

28'800 vibrations per hour (4 Hz)

27 jewels

48 hours of running time

SW511 (SW510 with a 15 minutes counter)

Now available for all versions of the SW510, the new 15 minutes counter allows to realize a regatta display as well as an aviator counter. The SW510 versions which are equipped with a 15 minutes counter are referred to as SW511.

Combined with a regatta scale on the dial, the 15 minutes counter enables to precisely measure the countdown before the start of a sailing race.

The 15 minutes counter also permits to create a highly legible display. Such kind of counters was usual for historic aviation chronographs like the Type XX chronograph of the French army.



SW511 b



SW511 BH a

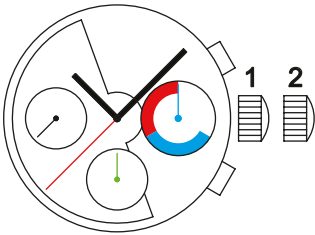
Examples of regatta displays / 15 minutes counters

SW511 b

1 3/4'''

H 7.90 mm

Ø 30.00 mm



- 1) Manual winding
- 2) Time setting

Self-winding - chronograph

NEW

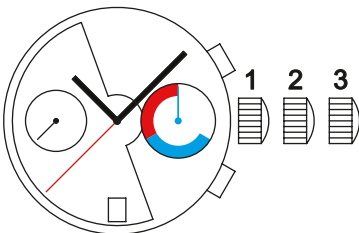
Cam operated chronograph - two push-buttons
Hours, minutes and small second at 9 o'clock
60 seconds chronograph in the center
15 minutes counter at 3 o'clock
12 hours counter at 6 o'clock
Self-winding mechanism with ball bearing
Stop second device
28'800 vibrations per hour (4 Hz)
27 jewels
48 hours of running time

SW511 BH a

1 3/4'''

H 7.90 mm

Ø 30.00 mm



- 1) Manual winding
- 2) Date setting
- 3) Time setting

Self-winding - chronograph - date

NEW

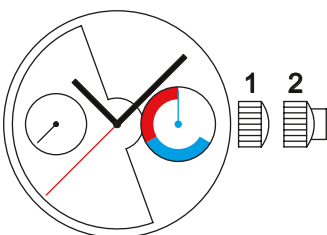
Cam operated chronograph - two push-buttons
Hours, minutes and small second at 9 o'clock
60 seconds chronograph in the center
15 minutes counter at 3 o'clock
Date with quick setting
Self-winding mechanism with ball bearing
Stop second device
28'800 vibrations per hour (4 Hz)
27 jewels
48 hours of running time

SW511 MPC b

1 3/4'''

H 7.90 mm

Ø 30.00 mm



- 1) Manual winding
- 2) Time setting

Self-winding - monopusher chronograph

NEW

Cam operated chronograph - single push-button in the crown
Hours, minutes and small second at 9 o'clock
60 seconds chronograph in the center
15 minutes counter at 3 o'clock
Self-winding mechanism with ball bearing
Stop second device
28'800 vibrations per hour (4 Hz)
27 jewels
48 hours of running time

Features of the SW600

The SW600, in a 3-hand version, has all the same characteristics that have made the SW500 a legend. The SW600 therefore allows to create a 3-hand version of chronograph models fitted with the SW500 or the SW510. The SW600 has the same watch casing dimensions as the SW500/SW510 which means the same casing (minus the push-buttons) as well as the same hands as the SW500/SW510 can be used.

Due to its generous dimensions and its foolproof robustness, the SW600 is ideal for equipping larger-sized sports watches.



SW600 family

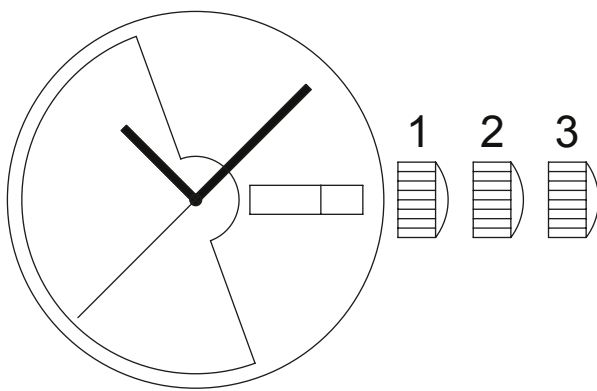
NEW

SW600 a

1 3/4'''

H 7.90 mm

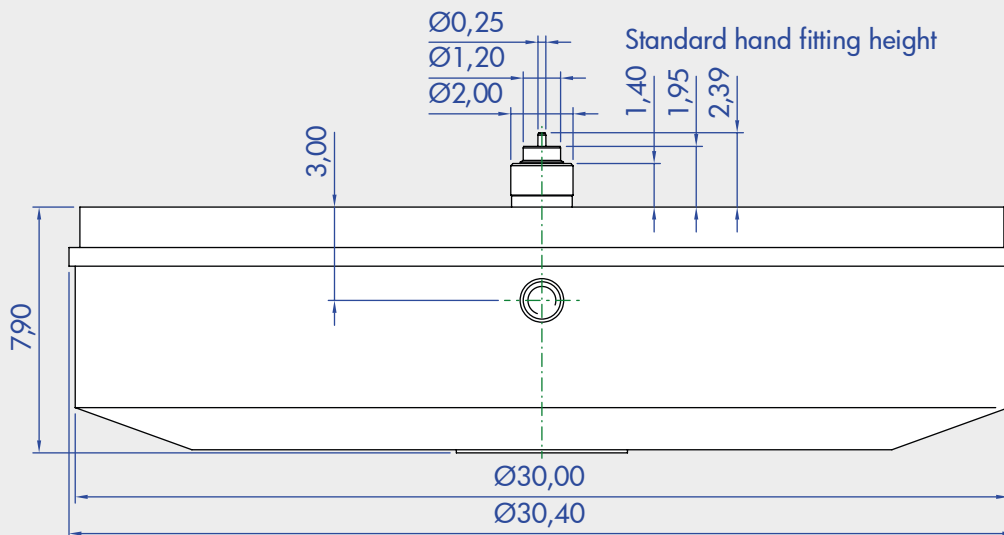
Ø 30.00 mm



Self-winding - 3 hands - date - day

- Hours, minutes and central sweep seconds
- Date and day with quick setting
- Self-winding mechanism with ball bearing
- Stop second device
- 28'800 vibrations per hour (4 Hz)
- 24 jewels
- 48 hours of running time

1) Manual winding 2) Date and day setting 3) Time setting



Technical documentation available at www.sellita.ch

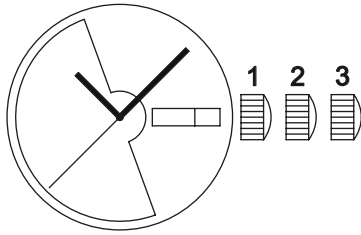
Standards

SW600 a

1 3/4'''

H 7.90 mm

Ø 30.00 mm



- 1) Manual winding
- 2) Date and day setting
- 3) Time setting

Self-winding - 3 hands - date - day

NEW

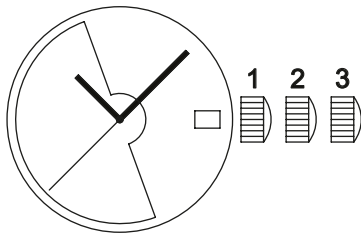
Hours, minutes and central sweep seconds
Date and day with quick setting
Self-winding mechanism with ball bearing
Stop second device
28'800 vibrations per hour (4 Hz)
24 jewels
48 hours of running time

SW600 b

1 3/4'''

H 7.90 mm

Ø 30.00 mm



- 1) Manual winding
- 2) Date setting
- 3) Time setting

Self-winding - 3 hands - date

NEW

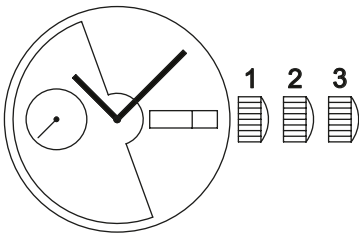
Hours, minutes and central sweep seconds
Date with quick setting
Self-winding mechanism with ball bearing
Stop second device
28'800 vibrations per hour (4 Hz)
24 jewels
48 hours of running time

SW690 a

1 3/4'''

H 7.90 mm

Ø 30.00 mm



- 1) Manual winding
- 2) Date and day setting
- 3) Time setting

Self-winding - 3 hands - date - day

Hours, minutes and small second at 9 o'clock (Pivot point distance: 8.2 mm)
Date and day with quick setting
Self-winding mechanism with ball bearing
Stop second device
28'800 vibrations per hour (4 Hz)
21 jewels
48 hours of running time

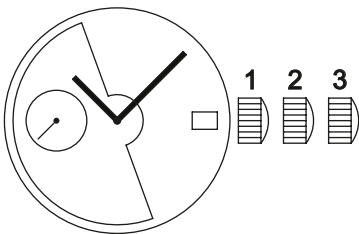
NEW

SW690 b

1 3/4'''

H 7.90 mm

Ø 30.00 mm



- 1) Manual winding
- 2) Date setting
- 3) Time setting

Self-winding - 3 hands - date

Hours, minutes and small second at 9 o'clock (Pivot point distance: 8.2 mm)
Date with quick setting
Self-winding mechanism with ball bearing
Stop second device
28'800 vibrations per hour (4 Hz)
21 jewels
48 hours of running time

NEW

Features of the SW1000-1

The SW1000-1 is a thin high-end watch movement designed to equip smaller watches as well as shaped watches. It is the equivalent for ladies' watches of the SW300-1.



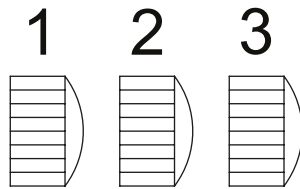
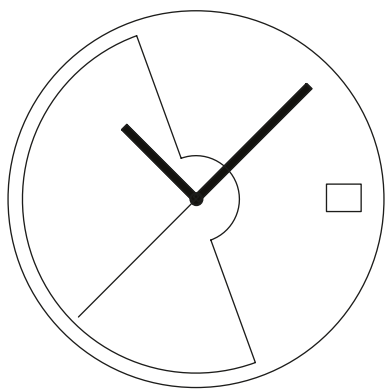
SW1000 family

SW1000-1

9'''

H 3.90 mm

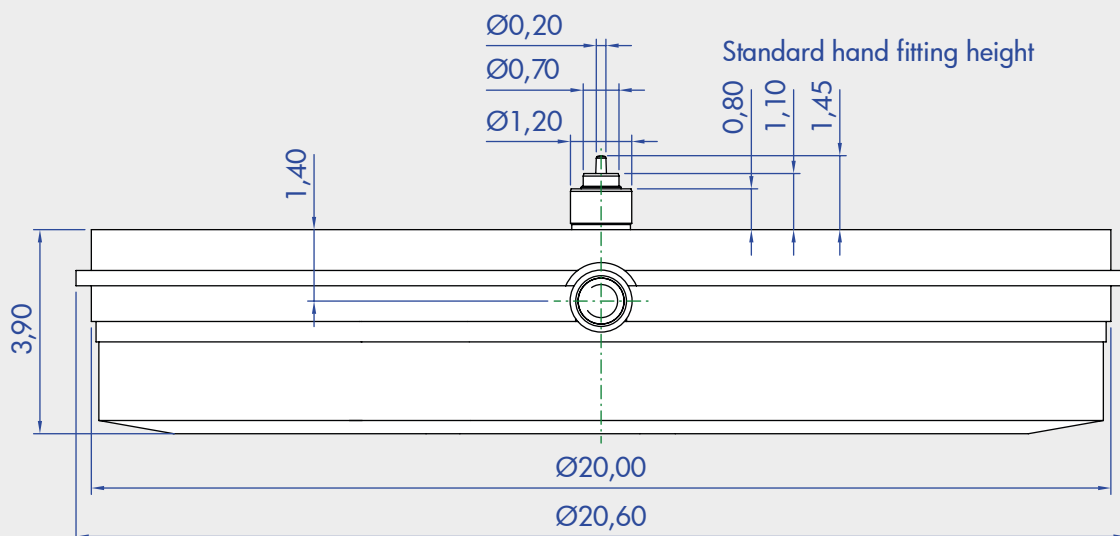
Ø 20.00 mm



Self-winding - 3 hands - date

Hours, minutes and central sweep seconds
Date with quick setting
Self-winding mechanism with ball bearing
Stop second device
28'800 vibrations per hour (4 Hz)
18 jewels
40 hours of running time

1) Manual winding 2) Date setting 3) Time setting



Technical documentation available at www.sellita.ch





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