

LAP AFTER LAP, THE AMVOX 7 AND THE VANQUISH SPUN IN HARMONY, ENJOYING AND RECORDING TRACK TIME

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### AMVOX7

The AMVOX line derives its name from Aston Martin (“A”, “M”) and a nod to the renowned JLC Memovox (“VOX”), the first automatic watch with an alarm function. The initial model in the collection, the AMVOX1 Alarm appeared in late 2004. In 2005 the AMVOX2 Chronograph introduced JLC’s innovative vertical trigger case, allowing actuation of the chronograph by merely pressing the crystal.

In 2008 the AMVOX2 DBS Transponder debuted, enabling the wearer to start/stop and lock/unlock the Aston Martin DBS with the watch itself. Two later editions—one each for AM’s Rapide and DB9—feature the same functions. The tourbillon AMVOX3 and two AMVOX5 models followed.

The AMVOX7 is the latest timepiece

in the line, celebrating the eight-year partnership between these two purveyors of style and sophisticated engineering. Powered by the caliber 756 automatic movement, the “7” advances the AMVOX breed with features that, like the Vanquish, distinguish it from its predecessors.

The 7’s 44 mm titanium case has a new shape with the addition of an element on the case-back and improved lugs, enabling the wristband to maintain a perfect curve, guaranteeing ergonomic fit. An innovative new system enabling quick and easy wristband change—calfskin strap to metal bracelet—is also present.

A new function enters the AMVOX line with the 7’s clever power reserve display. The indication appears through two apertures in the upper part of the inner be-

zel ring, on either side of the black dial. When the watch is wound, the red power reserve discs draw closer, bracketing the 12 o’clock numeral. As the barrel winds down, they disappear to gradually reveal the chronograph levers.

Aston Martin styling cues such as the Vanquish radiator grill motif on the dial and the automaker’s logo on the inner bezel are complimented by anthracite grey, red and white accents. A new crown and the aforementioned chronograph-lock are well integrated with the new case.

Crossing the start finish line, I tapped the crystal again to stop the chronograph, noted the lap time and reset the counters for another run. Lap after lap the Vanquish and AMVOX7 spun in harmony, enjoying and recording track time. ●