

NUMBER 11 TURNS FIVE



BY JAN TEGLER

LUMINOX & DEFENDING INDY 500 CHAMPION TONY KANAAN CELEBRATE FIVE YEARS

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While the most recent Indy 500 didn't yield the same results (Kanaan placed 26th after a broken starter derailed his chances), this year does mark Kanaan's fifth as a chart-topper for Luminox, the California-based watch company that has called Kanaan a partner for the past five years.

Luminox and Kanaan have been together since 2009 and it was with no small amount of pride last year when brand founder Barry Cohen celebrated his Brazilian friend's win. After that victory, the two discussed plans for 2014 and decided to expanding the TK collection with a new model at a price that allows more fans of IndyCar's perennially popular champion to own one his eponymous chronographs.

NEW CHRONOS

THE RESULT IS THE 1100-SERIES – two new ultra-light quartz chronographs featuring carbon-reinforced polycarbonate case construction. Their unique asymmetric shape and 44 mm size are consistent with the limited edition chronographs released over previous years while their dial designs in black (1101) and eye-catching yellow (1105) depart slightly.

Kanaan's "TK" logo is present as are hour, minutes and seconds subdials but hour markers are straight-forward on both variants, omitting the italicized "11" that represents Kanaan's race number on other models. The black dial version incorporates green hands with yellow numerals while the yellow dial chrono combines black numerals and hands.

"Working with Luminox over these years on my watch has been truly amazing and for a watch guy like me, it's a dream come true," Kanaan says. "Every year we have an evolution of the past model and they never cease to surprise me. For 2014 we're bringing you the latest 1140-series and the new 1100-series, which in my opinion will be a huge hit."

Priced at \$550, the 1100-series chronographs are in keeping with Kanaan's long-standing desire to keep his timepieces affordable.

"They have terrific color and give access for Tony's fans to his watches for a more reasonable price," Luminox CEO Barry Cohen affirms. "This has been his mandate since day one and we've really followed that philosophy. They're very comfortable to wear with their feather-weight cases."

Secured to the wrist with polyurethane (PU) straps and water-resistant to 200 meters this new series features the "Luminox Light Technology" the brand is known for.

The limited edition (999 pieces) 1140-series models are the direct descendants of the quartz-powered versions that preceded them. These fifth-generation 44 mm steel-cased chronographs retain their asymmetric shape topped by ceramic bezels in black (1142) or white (1143).

Subdials are now positioned at three, six and nine o'clock with a date window anchoring the counter at six o'clock. At eleven o'clock Kanaan's race number #11 is italicized and highlighted in green, contrasting well with the black dial. A checkered-flag ring borders the tachymetric scale just inside the bezel adding to the racing theme while the "TK" logo remains at four o'clock.

The 1140-series models are priced at \$1,400. Cohen expects the limited edition to sell out quickly and reveals that a new mechanical TK chronograph is in the works for next year. The new version builds on the legacy of the first Valjoux 7750-powered piece that was available in 2013.

"It's in design and development now," Cohen confirms. We're tweaking it to get it just right. We'll probably launch it just prior to the start of the 2015 IndyCar season."



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WITH SEVEN LAPS REMAINING in the 2013 Indy 500, Luminox ambassador Tony Kanaan was running in second place, chasing defending series champion Ryan Hunter-Reay. The gap between the two remained fairly stable and it looked as if Kanaan, making his twelfth attempt at winning "the greatest spectacle in racing" would come up agonizingly short of winning yet again.

But Kanaan won that Indy 500, triumphing in a race that saw sixty-eight lead changes, making it the most competitive Indianapolis 500 ever.

