

A TIMEPIECE RECYCLED FROM A
1968 MUSTANG ELEANOR



THE P-51

ELEANOR
LIMITED TO 498 PIECES

REC Watches presents the P-51 Eleanor – a Limited Edition timepiece incorporating metal from the trunk let of a '68 Mustang Fastback that was transformed into the Eleanor in 2017. Limited to 498 pieces.



THE REC CONCEPT

How do you put the soul of a car into a watch. Where do you find it? In the material, the shape, or is it in the roads it's travelled?

It's our love for the extraordinary machine that drives our philosophy. A three-step process we've named: RECover, RECycle, REClaim. Or REC for short.

RECOVER - THE '68 MUSTANG ELEANOR

The first Eleanor was a one-off re-design of a 1967 Shelby Mustang GT500 Fastback – created by legendary coachbuilder Chip Foose specifically for the movie *Gone In 60 Seconds* from 2000.

Our Eleanor organ donor is based on a 1968 Fastback and was recovered in Saintes, Belgium. Built by two

Belgian brothers, she was put on a poster for their annual American car show. The only problem? There was no Eleanor. So, they had to build one specifically for the show.

RECYCLE - THE DIAL

The trunk let removed and changed from the '68 Mustang – in the process of transforming her into Eleanor – was then given a new life. After the paint was removed from the Eleanor trunk let, we managed to punch 498 dials – all of which were coated with a clear lacquer to make sure the original patina of this 51-year old legend stayed intact and visible.

Centered around the recycled dial, our ambition was then to create a watch that honored the same design principles that made the Eleanor such an icon.



RECLAIM - THE DESIGN

With the soul of the Eleanor captivated in the recycled dial, the main challenge was to build a watch around it. It had to be elegant, racy and masculine – but at the same time: It had to stand out on its own. In our dedication to reclaim the Eleanor, we found inspiration in the curves, rims, racing stripes, chrome elements and the unique counters of the Eleanor.

Both the Eleanor car and our classic P-51 timepiece (first introduced in 2015) are based on the classic Mustang. And just like coachbuilder and creator of the Eleanor, Chip Foose, we also had to rethink the classic Mustang in our pursuit to give life to the Limited Edition P-51 Eleanor.

DESIGN & SPECIFICATIONS

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ELEANOR
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THE DIAL IS CUT DIRECTLY FROM THE TRUNK LET OF THE 1968 FORD MUSTANG FASTBACK.

THE THREE-HAND & DATE FUNCTION IS INSPIRED BY THE ORIGINAL MUSTANG DASHBOARD.

THE STRIPES ARE INSPIRED BY THE ELEANOR RACING STRIPES.



THE SIDES ARE INSPIRED BY THE AGGRESSIVE FRONT GRILL OF THE ELEANOR.

THE ROTOR IS DESIGNED TO RESEMBLE THE FORM FACTOR OF THE ELEANOR RIMS.

RETAIL PRICE \$525.45

2 YEARS FULL WARRANTY | 3 ATM, 30 METERS

DIMENSIONS



DIAMETER	44 MM
OPENING DIAMETER	38 MM
HEIGHT	10.8 MM
WEIGHT	125 G
BRACELET WIDTH	24 MM

MOVEMENT



REF. MIYOTA CAL. 9130 WITH ROTOR DECORATION
TYPE MECHANICAL, SELF-WINDING
FREQUENCY 28,800 VPH
POWER RESERVE 48+ HOURS
JEWELS 26

MATERIALS



316L STAINLESS STEEL CASE
RECYCLED '68 FORD MUSTANG ELEANOR DIAL
SAPPHIRE CRYSTAL W. AR-COATING TOP GLASS
CALF LEATHER STRAP
MINERAL CRYSTAL CASEBACK GLASS

REC WATCHES

RECYCLING SALVAGED ICONS

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CONTACT

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