



May 2023
NO EMBARGO

In Honor of the Brand's Longtime Inspiration, Famed Maritime Explorer, and Novelist Clive Cussler, DOXA is Proud to Introduce a Special Edition Watch in His Name

DOXA releases the new SUB 300T inspired by internationally recognized author, maritime explorer, as well as founder of the National Underwater and Marine Agency, Clive Cussler

Available from May 18th, 2023, at select retailers, and the e-shop on the official DOXA website.

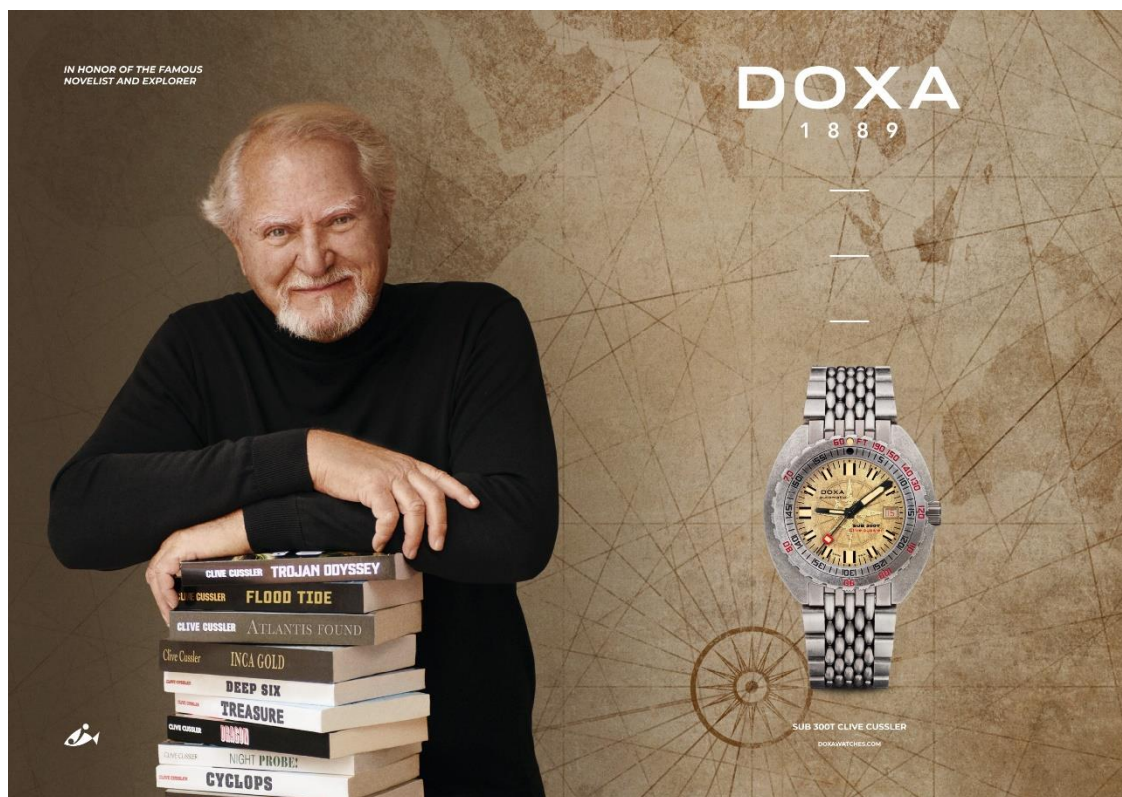


DOXA

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May 18th, 2023 (New York, New York) – DOXA is channeling its adventurous spirit through the fictional world of Clive Cussler. The acclaimed American adventure novelist wrote over 85 books, selling over 100 million copies, and discovered scores of shipwrecks through the non-profit agency he founded called, NUMA. Cussler's books have been adapted to the big screen twice; *Raise of the Titanic* (1980) and *Sahara* (2005).

Cussler's novels were highly influential in spotlighting DOXA to the world, its famous orange dial was monumental in coming to renowned fictional adventure hero, Dirk Pitt's aid, enabling the adventurer to read the time accurately while diving on his deadline driven missions. Just as Cussler's novels explored historical mysteries and transported characters on epic quests, the celebrated author, explorer and personal DOXA wearer, inspired DOXA to reimagine the SUB 300T, which now introduces an artistic and historical look to the series.



The SUB 300T Clive Cussler stays true to the collection's core characteristics while remaining highly distinctive. With an original handmade dial evoking a vintage compass, and the use of an aged steel appearance applied to the watch, bracelet, clasp, and pin buckle, the watch is intended to have a weathered look, perfect to be featured on the wrists of adventurers in one of Cussler's novels. This timepiece's aged effect is a reflection of a nautical artifact's journey and the conditions it endured during its time submerged in the depth. This watch is not just a timepiece; it's a symbol of adventure and discovery, a reminder of the mysteries that lie beneath the waves and the treasures waiting to be uncovered.

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Each timepiece is discreetly and individually engraved with its own exclusive number on the side of the bezel, indicating its uniqueness and authenticity. With a faceted, structured 42mm diameter case, this watch features a special design that captures the Cussler identity and commemorates the author's birthday (July 15th, 1931), as the dates 7, 15, and 31 are displayed in red on the dial. Whether worn on land or at sea, this watch is a statement of the fearless spirit of exploration and the enduring spirit of adventure.





“Cussler’s internationally famed novels were a natural platform for DOXA watches, highlighting them as essential tools for his heroic characters. DOXA’s famous orange dial dive watch continues to be a fixture for his fictional adventure hero Dirk Pitt, accompanying him on his many daredevil adventures under the sea.”

- **Jan Edöcs**
CEO of DOXA

“Bold. Creative. Adventurous. It was how my father approached life. Whether searching for historic shipwrecks or formulating tales of adventure, he was always original and always unique. Sentiments that are perfectly captured in this DOXA watch that bears his name. I extend my heartfelt appreciation to DOXA for honoring my father’s legacy with a watch that exemplifies his courage, originality, and love of exploration.”

- **Dirk Cussler**
Author and son of Clive Cussler

Clive Cussler and DOXA share a mutual passion for adventure and maritime exploration, and a relation that started decades ago with an orange dial DOXA dive watch. To honor this storied connection, a percentage of sales from this special edition Clive Cussler watch will be donated to NUMA, the National Underwater and Marine Agency Cussler founded in 1979. DOXA is proud to continue supporting NUMA through this long-term relationship with the SUB 300T Clive Cussler watch, which celebrates the shared passion for adventure and maritime exploration between Clive Cussler, his son Dirk, and DOXA. Additionally, the names of shipwrecks and other historical artifacts that have been discovered or surveyed by NUMA up to 2022 are engraved on the back of the SUB 300T Clive Cussler case. Each timepiece comes with an extra NATO beige strap. An additional black FKM rubber strap with an aged stainless steel coating folding clasp is available for purchase.

To celebrate the launch, DOXA will be holding a special event at a private club in Manhattan.

#Doxawatches
#YourCallToAdventure

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SUB 300T CLIVE CUSSLER

Technical Specifications

Reference

840.80.031.15

Case

Stainless steel

Diameter: 42.50 mm x 44.50 mm

Height: 14 mm

Screw-down crown

Water resistance: 120 ATM / 1,200 meters / 4,000 feet

Aged stainless steel coating, screw down case back

Indications

Hours, minutes, seconds

Date

Features

Flat sapphire crystal

Unidirectional rotating bezel for calculating and monitoring no-decompression dive times

Helium release valve

Movement

Swiss mechanical automatic

Power reserve: 38 hours

Frequency: 28,800 vph (4.0 Hz)

25 Jewels

Decorated by DOXA

Bracelet / Strap

Aged stainless steel coating "Beads of Rice" bracelet, folding clasp with ratcheting wetsuit extension, additional beige NATO strap

FKM black rubber strap, aged stainless steel coating folding clasp with ratcheting wetsuit extension
Lug width 20 mm

Retail Price: 2'590.00 CHF / 2'690.00 EUR / 2'690.00 \$

FKM rubber strap: 470.00 CHF / 490.00 EUR / 490.00 \$



ABOUT DOXA

The symbol of your call to adventure? A DOXA watch. The timekeeper for your journey to every new frontier and beyond. DOXA was born in Le Locle in the heart of Swiss watchmaking. Since 1889, our savoir-faire is tightly interwoven with tradition and ongoing expertise. Among the many milestones, DOXA was in 1967 the first brand to introduce the first diver's watch available to the general public, featuring a unidirectional rotating bezel to monitor dive time and ensure a safe no-decompression ascent back to the surface. With radical innovations, the DOXA SUB became an easily recognizable legend with the hallmark orange dial. Today, DOXA Watches remains faithful to the principle established over a hundred and thirty years ago: to produce high quality watches at affordable prices. The "DOXA SUB" designation stands for some of the most iconic diver's watches in watchmaking history. And the legend lives on. #YourCallToAdventure

ABOUT CLIVE CUSSLER

Clive Cussler was an internationally recognized author, maritime explorer, as well as founder of the National Underwater and Marine Agency, (NUMA) a 501C3 non-profit organization that dedicates itself to preserving maritime and naval history, searching for lost ships of historic significance. Clive Cussler was the author or coauthor of more than fifty previous books in five best-selling series, including *Dirk Pitt* with his famous DOXA on his wrist, *NUMA Files*, *Oregon Files*, *Isaac Bell*, and *Fargo*. Cussler's books have been published in more than 40 languages in more than 100 countries. Clive Cussler passed away in 2020 leaving a tremendous legacy to the literary world.

ABOUT NUMA

The National Underwater and Marine Agency (NUMA), founded by the legendary Clive Cussler, is an American non-profit organization on a mission to uncover the secrets of maritime and naval history, searching for lost ships that hold incredible significance. With Cussler at the helm, a team of fearless marine experts and NUMA volunteers have set out on daring expeditions to uncover some of the most historically significant wreck sites in the world. They have explored more than sixty sunken vessels, each with a story waiting to be uncovered. Their latest discovery is the Carpathia, the ship that saved hundreds of lives from the Titanic disaster, almost six years to the day after it sank.

NUMA turns over all artifacts to state and federal authorities or donates them to museums and universities. So, join Clive Cussler and the NUMA team on their exciting adventures to preserve the world's maritime and naval history. The thrill of discovery awaits!