

Leather straps are not recommended for regular use in water.

#### RETURNING YOUR WATCH

It is not necessary to register this guarantee with us. Please ensure that it is completed at the point and time of purchase and kept in a safe place. Return this guarantee with the watch if guaranteed service is required during the first 12 months of ownership. Free guaranteed service will only be provided if your watch is returned directly to the Time Track Service Centre.

Upon return please ensure your watch is well protected and securely packed. We recommend that it is sent by registered post or recorded delivery.

After the expiry of this guarantee, the Time Track Service Centre will be pleased to quote for routine maintenance, oiling or repair of your watch by our factory trained staff of experts. Please briefly indicate the nature of service/repair when returning your watch.

#### POSTING INSTRUCTIONS

Return the watch directly to:  
Time Track Services  
P.O. Box 10774,  
Birmingham, B14 4ZQ, UK

#### HELPLINE:

In the event that you need help with this timepiece please telephone the Helpline on the following number: ☎ 0121 436 1397  
**Important** - Do not forget to enclose a cheque or postal order for £5.00 payable to Time Track Services, to cover return postage and insurance for loss or damage whilst in transit, or undergoing repairs.

Please note: No liability for loss or damage will be accepted without this remittance.

Purchased from \_\_\_\_\_

Date of Purchase \_\_\_\_\_

Model No. \_\_\_\_\_

Owner's name \_\_\_\_\_

Address \_\_\_\_\_

Telephone No. \_\_\_\_\_

*Please allow 28 days for repair.*

#### OPERATING INSTRUCTIONS

##### Quartz Non-date Watch



- Pull crown out to position B.
- Advance hands clockwise to the correct time.
- Return to position A.

##### Quartz Date Watch



- Time setting as above, but pull crown out to position C.
- Date setting by pulling crown out to position B, and turning clockwise or anti-clockwise.
- Return to position A.

##### Quartz Day/Date Watch



- Time setting as above, but pull crown out to position C.
- Date setting by pulling crown out to position B and turn clockwise. Return to position A.
- Day setting by pulling crown to position C and turn anti-clockwise. Return to position A.

**NOTE:** Do not wind the crown when it is in position A. If your watch has a second (sweep) hand you will notice that on pulling the crown out to position C, the second hand stops - this is normal.

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identity  
LONDON

GUARANTEE/INSTRUCTIONS

Thank you for choosing identity london - a distinctive range of precision timepieces designed to give years of pleasure under normal use. If after reading this guarantee and instruction guide you have further queries, please call us during office hours on:

**0121 436 1397**

Your identity london watch is guaranteed for twelve months from the date of purchase against any defects in materials or construction. This guarantee is only valid if the form at the back of this leaflet is completed at the time of purchase.

The terms of this guarantee provide rights which are in addition to your statutory rights and do not limit or otherwise affect those statutory rights.

#### IMPORTANT-

Not covered by guarantee

1. Batteries, straps, bracelets and watch glasses.
2. Damage or breakage caused from accident, maltreatment or mishandling.
3. Water penetration, except in watches marked as water resistant.
4. Tarnishing of watch bracelets or cases.

#### LOOKING AFTER YOUR IDENTITY LONDON WATCH

##### 1. Batteries

The battery should be replaced about every eighteen months. Battery replacement requires the use of specialist tools, and should only be carried out by an approved stockist or specialist repairer. **IMPORTANT** - do not attempt to replace the battery yourself as this invalidates your guarantee.

The consumer has a significant role to play in reducing the impact of waste electrical and electronic equipment, batteries and accumulators on the environment, through re-using or recycling such articles.

Some batteries and accumulators and some of the components used in electrical and electronic equipment may contain hazardous substances that can damage the environment and present a risk to human health if not properly disposed of.

The crossed out wheellie-bin symbol on this product is to remind you that waste electrical and electronic products, batteries and accumulators should not be disposed of with household waste.

If you are unable to re-use or recycle your article it should be disposed of at a civic amenity site/local authority recycling facilities.

##### 2. Handling

Your watch will not withstand extreme shocks or vibration. It is sensible to remove your watch before commencing rough work, or situations where the watch could be damaged.

##### 3. Bracelet Watches

Take care to avoid bending the bracelet beyond the normal curvature of the wrist. It is recommended the watch be kept in the presentation box when not in use. Avoid placing the watch under heavy objects or loose in a handbag.

##### 4. Water Resistance

If your watch is not marked, usually on the back of the case, with either the words "Water Resistant" or a degree of water resistance e.g. 3ATM, then it is NOT water resistant. Care should be taken to avoid getting the watch wet as damage to the movement may result. This usually applies to watches designed for "dress or cocktail" type wear.

3ATM The watch is designed to withstand accidental splashing or rain but it is NOT suitable for swimming.

5ATM The watch is designed to

withstand leisure type swimming i.e. swimming baths, yachting and taking a shower. It is NOT designed to withstand sports high board diving, scuba type diving etc.

10ATM The watch is designed to withstand swimming, yachting, taking a shower, shallow diving e.g. swimming baths and bathing but NOT scuba diving.

#### General Notes:

Do not operate buttons or the crown while the watch is in contact with water.

Remember diving into a swimming pool can very briefly and significantly increase pressure on your watch. It may be that the action of diving into the pool increases the pressure on your watch to beyond the limits it has been designed to withstand.

Wide variance of temperature can affect, temporarily, the time-keeping accuracy of your watch.

Pressure in ATM's is a test pressure and should not be considered as actual diving depth as movement in the water tends to increase the pressure bearing at a given depth.

If your watch has been used in salt water it should be rinsed off in fresh water and carefully dried.