

September 23rd, 2020

ORIENT revives its popular M-FORCE Sports Collection flagship model with a bold new look

ORIENT is bringing back its popular M-FORCE model, a much-loved member of the ORIENT Sports Collection. The first four models of the new third generation series will be ISO-standard divers' watches plus one limited-edition to commemorate ORIENT's 70th anniversary this year. The new M-FORCE retains many of the same features of earlier generations, while introducing the latest industrial design trends.



The tough and functional, distinctive M-FORCE adventure watch has captured the hearts of fans worldwide, from its first-generation series (1997–2002) to the second-generation series (2011–2015). The “M” of M-FORCE stands for 3 things:

- Mechanical - a watch that keeps time without batteries or solar power.
- Massive - a durable watch equipped with shock-resistant exterior and internal structures.
- Maverick - for its original design that is both refined and daringly different.

The new M-FORCE models are ISO-standard air divers’ 200-m watches that pursue the functionality expected of a true adventure watch, featuring the modified in-house caliber F6727. They also include a large screw-down crown at the 3 o’clock position and uni-directional rotating bezel. New for these models is a striking case protection shield with a powerful round form, protecting the screw-down crown and the bezel from external pressure or shock.

The tough uni-directional rotating bezel is black, like the protection shield, and is engraved with new numeric fonts re-designed to match the new M-FORCE logo. The dial, seen through sapphire crystal glass with an anti-reflective coating, has embossed indices for a three-dimensional look, coated with strong Luminous Light to ensure excellent visibility, an essential feature of any diver’s watch. Also new is the metal bracelet. Its solid and sturdy end links tightly connect to the powerful shaped lugs to integrate seamlessly with the case. The links are arranged at shorter pitch for additional comfort.

There will be four regular models in the new modern designed M-FORCE lineup. In addition to the basic black dial, it is also available in renowned ORIENT colours such as red, green gradation, as well as matte black unifying the case, protection shield, and dial. A limited-edition, 70th Anniversary commemorative model of just 1,600 pieces with a gold gradation dial completes the current M-FORCE line up. The gold gradation dial takes its inspiration from the ORIENT Jaguar Focus model which gained numerous fans back in the 1970s. It combines a bronze colour case and protection shield to provide a vintage element to the newest M-FORCE. All models come in an all-black original presentation box, reflecting the individuality of the tough and refined M-FORCE.



RA-AC0L01B



RA-AC0L02R



RA-AC0L03B



RA-AC0L04L



RA-AC0L05G
1,600 limited editions



Case back with engravings

M-FORCE special box



About ORIENT

Established in Japan in 1950, ORIENT is appreciated throughout the world for its high-quality distinctive timepieces at affordable prices, combining its own in-house movements and original designs with final finishing. ORIENT timepieces are not only suitable for everyday use, but also admired and collected by watch connoisseurs throughout the world.

— Product Specifications (regular models)—

Collection	Sports				
Series name	M-FORCE				
Reference	RA-AC0L01B	RA-AC0L02R	RA-AC0L03B	RA-AC0L04L	RA-AC0L05G
Movement	Automatic (with hand winding) mechanical inhouse caliber F6727 made in Japan				
Power reserve	40 hours				
Accuracy	+25 seconds ~ -15 seconds per day				
Case material (colour)	Stainless steel (SUS316L) (black plated bezel)	Stainless steel (SUS316L) (black plated) (black plated bezel)	Stainless steel (SUS316L) (black plated bezel)	Stainless steel (SUS316L) (bronze colour plated) (black plated bezel)	
Case size	45.0 mm* / thickness 13.2 mm				
Case back	M-FORCE logo				M-FORCE logo, Anniversary limited edition, serial number engraving
Glass	Front: Sapphire crystal (anti reflective coating)				
Strap	Stainless steel (SUS316L) / trifold deployant buckle with push button and security latch/ width 20 mm	Silicon / pin buckle / width 20 mm			
Colour of dial	Black	Red	Black	Green	Gold gradation
Limited edition	—				70 th anniversary 1,600 limited editions
Other features	Air Diver's 200m (ISO standard), screw-down crown, second hands hacking, 22 jewels, Luminous Light, uni-directional rotating bezel, date, *case size with protection shield: 47.3mm				

ENDS