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## **Orient Launches its 3rd M-FORCE as the Sports Collection Flagship Model**

**- Enhanced individuality expressing the Earth's vitality and power -**

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Orient will launch three new models to mark the 3rd release of its M-FORCE series. Revived in 2020 to celebrate Orient's 70th anniversary, M-FORCE, the new flagship of the Orient Sports collection, features the tough structure of an outdoor watch and powerful styling that reflects the latest industrial design. This latest diver model series is themed around the grandeur of the Earth, with blue of the deep sea, orange of volcanic lava, and red of hot magma reflected in each dial, further emphasizing the special character of M-FORCE.

# ORIENT



The M-FORCE range of tough, functional outdoor watches has been loved by avid fans around the world since the first series was launched 25 years ago. The “M” in M-FORCE has three meanings:

- Mechanical: a mechanical movement that keeps time without relying on batteries or solar power
- Massive: a solid, durable watch equipped with shock-resistant exterior and interior structures
- Maverick: an original design that is both refined and daringly different.

In the latest models “Magnificent” has been added as a fourth meaning, expressing the worldview of the three M’s through the movement of the Earth. The dial colours symbolise the vitality and power of the Earth, which has been in existence for 4.6 billion years. Blue represents the deep sea with its hydrothermal vents, the birthplace of life; orange expresses the scorching lava glowing from underwater crevices; and red evokes the vitality and strength of the planet. These three symbolic colours dynamically adorning the dial give M-FORCE a new appeal.

The latest models of this 3rd release feature the same technical specifications adopted in the 1st release M-FORCE diver model. These include water resistance to 200 meters, compliant with the ISO 6425 standard for air diving watches, the massive protection shield that protects the large screw-in crown and uni-directional rotating bezel from shocks, high legibility with three-dimensional indices and Luminous Light with excellent luminosity, sapphire crystal glass with anti-reflective coating, and in-house caliber F6727 movement specially designed for M-FORCE to enhance shock resistance.

All three models have stainless steel (SUS316L) cases and black-plated uni-directional rotating bezels. The models with dials in deep sea blue or lava orange come with a stainless steel (SUS316L) metal bracelet. The limited edition of 2,000 pieces features a black silicon strap and comes in an exclusive box decorated in magma-inspired red, just like the watch itself.



**RA-AC0L07L**



**RA-AC0L08Y**



**M-FORCE special box**

The image may differ from the actual item.



**RA-AC0L09R**  
2,000 limited editions



**Case back with engravings**



**M-FORCE limited edition special box**

## About Orient

Orient has provided the world with high-quality watches, combining reliable movements with innovative designs for more than 70 years. Orient is a Japanese watch brand that designs, produces its own movements and crafts finished watches. The brand's fine-quality watches are provided at accessible prices, making them extremely popular among watch lovers both in Japan and overseas. Orient timepieces are sought after by watch fans and discerning watch collectors all over the world.

Discover more at: [orient-watch.com](http://orient-watch.com)

### — Product Specifications —

Collection	Sports		
Series name	M-FORCE		
Reference	RA-ACOL07L	RA-ACOL08Y	RA-ACOL09R
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 case and bezel)
Case size	Length 52.0 mm/ width 45.0 mm (47.3mm with protection shield) / thickness 13.2 mm		
Case back	M-FORCE logo		M-FORCE logo, 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	Navy	Orange	Red gradation
Limited edition	—		2,000 limited editions
Other features	Water resistant for Air Diver's 200 m (ISO standard), screw-down crown, second hands hacking, 22 jewels, Luminous Light, uni-directional rotating bezel*, date		

\*The rotating bezel can be used as an auxiliary tool for displaying the elapsed time. When diving, please check the safety precautions on the instruction manual, acquire necessary experience and skills to dive safely, and use specialized diving equipment such as the diving computer.

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