

# CLASSIC DRIVER

## [The Type 1 Lotus Watch](#)



**Lotus Design have created the company's first wristwatch. It will be launched at the Geneva Salon, thus making a connection not only with motoring but also with the heart of the Swiss watch making industry.**

The Type 1 Lotus watch, an analogue chronograph, is described by the company as "not a mere branding exercise". It was designed by Lotus Design, and boasts beautifully crafted components. These include an orange anodised aluminium crown guard mounted on a high power black dial with the Lotus roundel, taking inspiration from precision automotive and race parts used in the modern day Lotus sports car.

Reflecting on the design, Barney Hatt, Principal Designer of Lotus Design, and originator of the Type 1 Lotus Watch, explains: "Lotus has always been about innovative engineering solutions presented in the most elegant form whilst avoiding superfluous detail. Highly machined aesthetic forms underline the precise nature of the watch which are balanced by the use of tactile materials."





A high precision quartz movement, a three-dial 1/10th of a second stopwatch timing system (up to one hour), and a calendar mechanism promote sophistication. The stainless steel casing completes the technical flowing profile of the watch, and is finished with an etched logo of Lotus Design on the rear of the case. This is equally complemented by a comfortable and durable high-density resin adjustable strap with a stainless steel buckle.

Commenting on the introduction of the first "in house" designed Lotus watch, Russell Carr, Chief Designer of Lotus Design explains: "This is the first time Lotus Design has had the opportunity to play such a significant role in the development of a non-automotive product. Whilst there are factors specific to watchmaking which we have had to learn, we wanted the Type 1 Lotus Watch to be essentially like our cars: to create desire through emotional and unique forms that remain honest to the functionality of the product."



For further information please visit [www.lotuscarswebstore.co.uk](http://www.lotuscarswebstore.co.uk).

Text: Classic Driver  
Photos: Lotus

---

**ClassicInside - The Classic Driver Newsletter**  
[Free Subscription!](#)  
**Gallery**



**Source URL:** <https://www.classicdriver.com/en/article/type-1-lotus-watch>  
© Classic Driver. All rights reserved.