

FREQUENTLY ASKED QUESTIONS

**LAKE ERIE MONSTER**

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**1. WHY ARE YOU JUST NOW MAKING AN AUTOMATIC WATCH?**

Progress as watchmakers is a part of Shinola's evolution. We are making an automatic watch now because we finally have the expertise, the logistics, a great design, and most of all, the movement. Our partner, Ronda, has spent the last several years perfecting their first automatic movement to come out in 30 years. Shinola is one of the first brands to use it.

**2. WHAT MOVEMENT POWERS THE LAKE ERIE MONSTER?**

The Ronda R-150 powers our first automatic watch. We named this movement the Argomatic R-150.

**3. WHY A DIVE WATCH?**

We have wanted to add a dive watch to the assortment since the beginning. This watch is the culmination of over two years of design and de-velopment, thanks to our incredible watch team.

**4. WHAT IS THE DIFFERENCE BETWEEN THIS MOVEMENT AND YOUR OTHER MOVEMENTS?**

An automatic uses only the motion of your wrist to wind the mainspring, which powers the hands and date.

**5. IS THIS HAND-WOUND MECHANICAL OR AUTOMATIC?**

Automatic. You wind it from a cold start to 'charge' the spring.

**6. IS THIS MORE OR LESS ACCURATE THAN YOUR OTHER MOVEMENTS?**

An automatic is typically less accurate. Usually +/- 12 seconds per day.

**7. IS THIS MOVEMENT BETTER THAN YOUR OTHER MOVEMENTS?**

The functionality is completely different than our quartz movements, but is the same quality as the movements in our other watches.

**8. WILL THIS REQUIRE MORE FREQUENT MAINTENANCE?**

Yes. We require automatic movement timepieces be serviced by Shinola every 3 years to ensure long use and trouble-free operation under the limited lifetime warranty.

**9. DOES IT HAVE THE SAME LIFETIME WARRANTY?**

Yes.

**10. HOW OFTEN SHOULD I GET IT SERVICED?**

Every three years. Instructions are in the manual included with the watch. We require automatic movement timepieces be serviced by Shinola every 3 years to ensure long use and trouble-free operation under the limited lifetime warranty.

**11. WHERE ARE THE MOVEMENTS BUILT?**

In Switzerland, at Ronda.

**12. WHY ARE THE MOVEMENTS BUILT THERE? I THOUGHT YOU WERE A DETROIT COMPANY.**

While our quartz movements are still built in Detroit, the automatic movement is built in Switzerland in an extremely controlled and technical environment. Here in Detroit, we assemble all the components of the automatic movement (dial, hands, etc.) into the case and perform a series of tests before shipping.

**13. WHERE ARE THE PARTS FROM?**

The parts for the watch and movement are from Switzerland and Asia.

**14. IS THIS AN OFF-THE-SHELF RONDA MOVEMENT?**

Short answer: yes. It is Ronda's only manual or automatic movement. We order it to meet our specifications, and add our logo to the rotor.

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**15. WHAT IS THE DIFFERENCE BETWEEN THE ARGOMATIC R-150 AND THE STOCK RONDA CALIBER "MECANO R-150"?**

It is the same movement, with our custom-decorated (plated & printed) rotor.

**16. DOES IT HAVE A HACKING OR SWEEPING SECOND HAND MOVEMENT?**

Both. The movement stops when the crown is pulled to position 3 so you can 'hack' or set the watch precisely. The second hand sweeps at 28,800 (4hz) vibrations per hour, or 4 beats per second.

**17. THE LAKE ERIE MONSTER IS SOLD OUT, WHEN WILL YOU HAVE MORE?**

We will have the Shinola Monster as part of our core line in June 2018.

**18. WHY WILL IT TAKE SO LONG FOR THESE TO COME BACK IN STOCK?**

That's as fast as we can make them! The movement production is currently very limited, and inhibits our ability to make new ones.