

**WHAT LIES
BENEATH THE LAKE'S
SURFACE, ONLY
FEW OF US KNOW.**



BUILT IN DETROIT

SHINOLA

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SWISS & IMPORTED PARTS

In 1894, sailors in Lake Erie spotted a mysterious creature. It was said to be over 40 feet long and coiled, swimming at the crest of a swell in the water. It came to be known as the Lake Erie Monster. There have only been a handful of sightings since its first appearance, but it is believed to still be out there among the thousands of shipwrecks on the floor of Lake Erie.

To celebrate the beauty and rich diving history of Lake Erie and the Great Lakes, and the lore of this unidentified creature, we're proud to introduce the Lake Erie Monster timepiece. This is Shinola's first dive watch and the first Shinola watch with an automatic movement.

SPECIFICATIONS

MOVEMENT

Your Lake Erie Monster utilizes the Argomatic R-150 automatic movement built by our Swiss partner Ronda. It features 25 jewels and holds a power reserve of 40 hours. Ronda has been one of the world's premier watch movement manufacturers for over 70 years.

CASE

Designed and tested to withstand depths of 1000 feet, your Lake Erie Monster features a unidirectional bezel with a ceramic insert, a screw down crown, an anti-magnetic shield and a Sapphire crystal with anti-reflective coating.

DIAL

The Lake Erie Monster boasts a distinctive dial design. With a black enamel finish and illuminated indices that emit continued light for easy visibility, the Lake Erie Monster's dial was designed to be easily viewable when submerged underwater up to 1000 feet.

STRAP

Your Lake Erie Monster is packaged with three straps, including a bracelet with micro adjustment, a black rubber strap and a black fabric strap.

QUALITY STANDARD

At Shinola we work hard to ensure that our watches uphold strict standards of quality and durability. The Lake Erie Monster is tested in-house to meet ISO 6425, the industry standard for water resistance, durability and reliability in dive watches.

FOUNDRY MEMBERSHIP

Your purchase includes membership into The Foundry: a select group of Shinola customers with exclusive shopping opportunities and discounted shipping. Call 1-844-744-6652 for service.

MANUAL

FUNCTIONALITY

SCREW-DOWN CROWN

The components of your Shinola watch are made of the finest materials and have been rigorously inspected to meet our strict criteria. Your watch features a screw-down crown, which adds an extra level of water-tightness. To safeguard your investment, it is important to understand how this type of crown works:

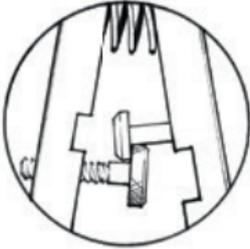
1. To make the crown operational, unscrew it from the case by turning it counterclockwise until it releases. Once released, follow the instructions for setting the time/date as described in the next sections.
2. To reseal the crown, press it in against the case until the threads engage, and turn clockwise until tight.



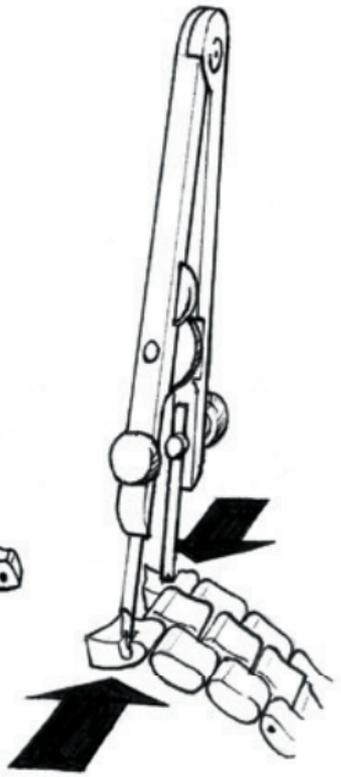
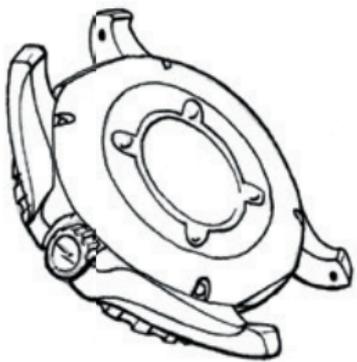
CHANGING YOUR BRACELET

PLIER TOOL

1. Lay your watch face down on a soft cloth.
2. Adjust Screw A so that the distance between the two forks is equal to the length of the spring bar.
3. Insert forks into the cutouts of the bracelet where the spring bar is exposed, pinch to engage and compress spring bar end and remove the bracelet from the lug. Repeat on the other side; place spring bars into your new strap.
4. Once the bracelet has been removed, use the other watch strap tool to punch the spring bars out of the bracelet then insert spring bars into your new strap.
5. Using your hands, place one end of the spring bar on the new Shinola strap into the lug/horn and use the other fork tool to hold back the spring bar while sliding it into position. Make sure the strap with the buckle attached is on the 12 o'clock side of watch. Repeat this step on the 6 o'clock side.



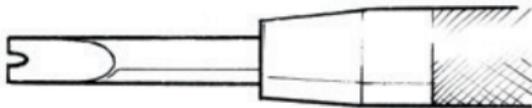
A



CHANGING YOUR STRAP

STANDARD SPRING BAR / FORK TOOL

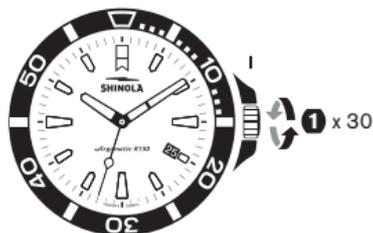
1. Lay your watch face down on a soft cloth.
2. Insert forked end of tool between the edge of the strap and the lug.
3. Engage spring bar end and push/pull back on it to release from the lug.
4. Remove spring bar from end of strap, place in your new Shinola strap.
5. Using your hands, insert one end into the hole on the inside of the lug/horn.
6. Use forked end of tool to hold back spring bar end while sliding the strap into position.
7. Release spring bar with tool and make sure the end inserts into the hole.



ARGOMATIC R-150

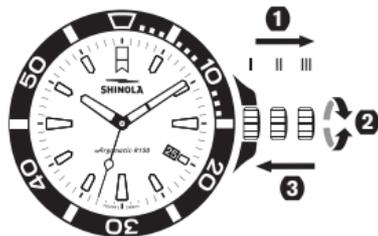
WINDING WHILE STOPPED

- 1 The maximum power reserve can be restored by turning the crown clockwise around 30 times.



QUICK-CHANGE DATE CORRECTION

- 1 Pull the crown out to position II (watch still running).
- 2 Turn the crown counterclockwise until the required date appears.
- 3 Push the crown back into position I.



SETTING THE TIME

- 1 Pull the crown out to position III (watch stopped).
- 2 Turn the crown, until the current time is displayed (remember the 24-hour cycle).
- 3 Push the crown back into position I.

IMPORTANT: To preform a quick date setting, the time on your watch should not be between 9:30 pm and 3:00 am. Setting the date during that time could result in damage to the teeth of your watch's gears.

CARE AND PRECAUTION

Each Shinola timepiece is designed and manufactured to the highest of standards. Unlike most other mechanical objects, a watch operates non-stop. In order to ensure optimal performance and longevity from your Shinola timepiece, please review the simple guidelines for care and precautions.

CARE

- Clean your watch with a soft cloth and water only.
- After saltwater use, rinse watch under tap water and wipe dry with a soft cloth.
- Metal bracelets should be cleaned periodically. Clean with a soft brush dipped in mild soapy water and dry thoroughly with a soft cloth.

PRECAUTIONS

Your timepiece is a complex integration of parts and components brought together by skilled craftsmen. There are certain actions or environmental situations that may damage or impede your timepiece's ability to perform optimally.



It is important to avoid the following conditions: extreme heat or cold, as well as prolonged periods of exposure to direct sunlight.



Your timepiece should not be affected by magnetic fields generated by household items such as televisions and stereos, but avoidance of other strong electric fields or static electricity, which may interrupt mechanism, is suggested. It is also important to avoid extreme shock or impact.

LIMITED LIFETIME WARRANTY

Your Shinola watch is warranted by Shinola for the lifetime of the watch under the terms and conditions of this warranty. The Shinola warranty covers faulty workmanship under normal use for the lifetime of the product. In case of defects covered by the warranty, all components (excluding rubber and fabric strap and buckle) will be repaired or the watch will be replaced free of charge. In the case of a replacement, Shinola cannot guarantee that you will receive the same watch model. If your model is not available a watch of equal value and similar style will be provided. A copy of the receipt and/or your completed Certificate of Warranty is required as proof of purchase. A check or money order payable to Shinola/Detroit, LLC in the amount of \$25.00 as service and handling fee must be included for all warranty and repair services. The fee is subject to change.

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

THIS WARRANTY DOES NOT COVER

- Rubber or fabric strap or buckle.
- Damage resulting from improper handling, lack of care, accidents or normal wear and tear.
- This warranty is void if the watch has been damaged by accident, negligence of persons other than authorized Shinola sales or services agents, unauthorized service, or other factors not due to defects in materials or workmanship.

- The following warranties and remedies are exclusive and in lieu of all other warranties, terms or conditions, express, implied or statutory, as to any matter whatsoever, including, without limitation, warranties of merchantability, fitness for a particular purpose, accuracy, satisfactory quality, title, and non-infringement, all of which are expressly disclaimed by Shinola. Shinola shall not be liable for incidental, consequential, indirect, special or punitive damages or liabilities of any kind arising out of or in connection with the sale or use of this product, whether based in contract, tort (including negligence), strict product liability or any other theory, even if Shinola has been advised of the possibility of such damages and even if any limited remedy specified herein is deemed to have failed of its essential purpose. Shinola's entire liability shall be limited to replacement or repair at Shinola's sole option. However some countries, states, or provinces do not allow the exclusion or limitation of implied warranties or the limitation of incidental consequential damages so the above limitations and exclusions may be limited in their application to you. When implied warranties may not be excluded in their entirety, they will be limited to the duration of the applicable written warranty. This warranty gives you specific legal rights; you may have other rights that may vary depending on local law. Your statutory rights are not affected.

REQUESTING WARRANTY AND OTHER WATCH REPAIR

Should you require work under warranty, please send in your watch, a copy of your sales receipt and/or the Certificate of Warranty, and a completed watch repair form, which can be found on the Shinola website (www.shinola.com), to the authorized international watch service center listed below. Do not send original packaging, as it will not be returned. Shinola highly recommends you insure your parcel and adequately protect the watch during shipment. Shinola is not responsible for product lost or damaged during shipment.

For service work that is not covered under this warranty, the service center may perform the services you request for a charge dependent on watch style and type of work requested. Such charges will be notified and agreed by you prior to performing the services.

In addition to repair charges, if required, a service and handling fee of \$25.00 will be charged for all repairs and warranty services. Such fee must be prepaid by check or money order payable to Shinola/Detroit, LLC at the time of delivery of the watch to the repair center. This fee is subject to change.

INTERNATIONAL WARRANTY AND REPAIRS

SHINOLA / DETROIT, LLC
485 W. MILWAUKEE ST. SUITE 501
DETROIT, MI 48202
1-844-744-6652

SHINOLA.COM

LAKE ERIE MONSTER