

MIDO®

SWISS WATCHES SINCE 1918

PRODUCT NEWS BASEL 2010

Mechanical and quartz watches



Multifort Chronograph Gent Retrograde

M005.417.11.031.00

TABLE OF CONTENT

MECHANICAL / CORE COLLECTION	5
Baroncelli Chronograph Moonphase	6
Baroncelli Jubilee Chronometer	7
Baroncelli Big Lady Diamonds	8
Baroncelli III Gent Roman	9
Baroncelli III Gent Arabic	10
Multifort Chronograph PVD 5N	11
Multifort Black PVD Special Edition	12
Multifort Gent ø38	13
Multifort Lady ø38	14
Ocean Star Captain IV 200m	15
Ocean Star Captain IV 200m	16
Belluna Gent Sport	17
Belluna Gent	18
Belluna Gent GMT	19
All Dial Helium Valve 300m	20
QUARTZ / REGIONAL COLLECTION	21
Multifort Chronograph Gent Retrograde	22
Multifort Chronograph Gent Retrograde	23
Multifort Chronograph Lady	24
Multifort Chronograph Lady	25
OS Sport Chronograph PVD 5N	26
Dorada Big Gent	27
Dorada Big Gent	28
Romantique Lady	29
Order form mechanical watches	31
Order form quartz watches	33

MECHANICAL / CORE COLLECTION



Belluna Gent GMT

M001.429.16.031.20

Baroncelli Chronograph Moonphase

Availability: April 2010

Features:

Case	Stainless steel and Stainless steel with PVD 5N coating
Glass	Sapphire crystal with 2 sides anti-reflecting coating
Water-resistant	Up to 50 meters
Movement	Mechanical ETA 7751 Automatic (selfwinding) Moonphase
Case back	See-through back to see the movement (mineral crystal)
Dimensions Ext/H	ø42.00mm / 13.30mm



PPHT CHF 2'250.-
M8607.4.M1.12
S/S bracelet
Silver dial



PPHT CHF 2'350.-
M8607.3.M1.42
Black leather strap
Silver dial



Recommended public price including VAT
CHF 2'410.- / € 1'810.- CHF 2'530.- / € 1'890.-

Baroncelli Jubilee Chronometer

Availability: Available

Features:

Case	Stainless steel
Glass	Sapphire crystal with 2 sides anti-reflecting coating
Water-resistant	Up to 50 meters
Movement Gent	Mechanical ETA 2836-2 Chronometer selfwinding
Case back	See-through back to see the movement (mineral crystal)
Dimensions Ext/H	Gent ø42.00mm / 10.05mm



PPHT CHF 1'140.-

M8690.4.18.4

Black leather strap
Black dial



PPHT CHF 1'200.-

M8690.4.18.1

S/S bracelet
Black dial



Recommended public price including VAT

CHF 1'230.- / € 930.-

CHF 1'310.- / € 970.-

Baroncelli Big Lady Diamonds

Availability: May 2010

Features:

Case	Stainless steel and Stainless steel with PVD 5N coating
Diamonds (case)	60x 32/24 VS-SI-TW 100-105 / 0.276 ct
Diamonds (dial)	12x 8/8 VS-SI-TW 80-85 / 0.03ct } total 0.306ct
Glass	Sapphire crystal with 2 sides anti-reflecting coating
Water-resistant	Up to 50 meters
Movement	Mechanical ETA 2824-2 Automatic (selfwinding)
Case back	See-through back to see the movement (mineral crystal)
Dimensions Ext/H	ø33.00mm / 9.40mm



PPHT CHF 1'780.-
M007.207.61.036.00
S/S bracelet
«Guilloché» silver dial
72 diamonds



PPHT CHF 1'720.-
M007.207.66.036.20
Black leather strap
«Guilloché» silver dial
72 diamonds



PPHT CHF 1'820.-
M007.207.66.036.26
Black leather strap
«Guilloché» silver dial
72 diamonds



CHF 1'930.- / € 1'450.-

Recommended public price including VAT
CHF 1'850.- / € 1'390.-

CHF 1'950.- / € 1'470.-

Baroncelli III Gent Roman

Availability: July 2010

Features:

Case	Stainless steel
Glass	Sapphire crystal with 2 sides anti-reflecting coating
Water-resistant	Up to 50 meters
Movement	Mechanical ETA 2836-2 Chronometer Automatic (selfwinding)
Case back	See-through back to see the movement (mineral crystal)
Dimensions Ext/H	Gent ø39.00mm / 10.45mm



PPHT CHF 1'040.-
M010.408.16.033.20
Black leather strap
Silver dial



PPHT CHF 1'100.-
M010.408.11.033.00
S/S bracelet
Silver dial



PPHT CHF 1'040.-
M010.408.16.053.20
Black leather strap
Black dial



PPHT CHF 1'100.-
M010.408.11.053.00
S/S bracelet
Black dial



CHF 1'090.- / € 840.-

Recommended public price including VAT
CHF 1'170.- / € 890.-

CHF 1'090.- / € 840.-

CHF 1'170.- / € 890.-

Baroncelli III Gent Arabic

Availability: July 2010

Features:

Case	Stainless steel
Glass	Sapphire crystal
Water-resistant	Up to 50 meters
Movement	Mechanical ETA 2836-2 Chronometer Automatic (selfwinding)
Case back	See-through back to see the movement (mineral crystal)
Dimensions Ext/H	Gent ø39.00mm / 10.45mm



PPHT CHF 1'040.-
M010.408.16.037.10
Brown leather strap
Silver dial



PPHT CHF 1'100.-
M010.408.11.037.00
S/S bracelet
Silver dial



PPHT CHF 1'040.-
M010.408.16.057.10
Brown leather strap
Black dial



PPHT CHF 1'100.-
M010.408.11.057.00
S/S bracelet
Black dial



CHF 1'090.- / € 840.-

Recommended public price including VAT
CHF 1'170.- / € 890.-

CHF 1'090.- / € 840.-

CHF 1'170.- / € 890.-

Multifort Chronograph PVD 5N

Availability: Available

Features:

Case	Stainless steel with PVD 5N coating	
Glass	Sapphire crystal	
Water-resistant	Up to 100 meters with screw-down crown	
Movement	Mechanical ETA 7750	Mechanical ETA 2836-2
Dial and hands	With Black Super-LumiNova®	
Case back	See-through back to see the movement (mineral crystal)	
Dimensions Ext/H	ø44.00mm / 14.50mm	ø42.00mm / 10.95mm



PPHT CHF 1'690.-
M005.614.36.031.00
 Brown leather strap
 Silver dial
 With «Côtes de Genève»



PPHT CHF 800.-
M005.430.36.031.00
 Brown leather strap
 Silver dial
 With «Côtes de Genève»



Recommended public price including VAT
 CHF 1'820.- / € 1'370.- CHF 850.- / € 650.-

Multifort Black PVD Special Edition

Availability: Available

Features:

Case	Stainless steel with Black PVD coating	
Glass	Sapphire crystal with 2 sides anti-reflecting coating	
Water-resistant	Up to 100 meters with screw-down crown	
Movement	Mechanical ETA 7750	Mechanical ETA 2836-2
Dial and hands	With Orange Super-LumiNova®	
Case back	See-through back to see the movement (mineral crystal)	
Dimensions Ext/H	ø44.00mm / 14.50mm	ø42.00mm / 10.95mm



PPHT CHF 1'740.-
M005.614.37.051.01
 Rubber strap
 Black dial
 With «Côte de Genève»



PPHT CHF 850.-
M005.430.37.051.02
 Rubber strap
 Black dial
 With «Côte de Genève»



Recommended public price including VAT
 CHF 1'870.- / € 1'390.- CHF 900.- / € 670.-

Multifort Gent ø38

Availability: Available

Features:

Case	Stainless steel
Glass	Sapphire crystal
Water-resistant	Up to 100 meters with screw-down crown
Movement	Mechanical ETA 2836-2 Automatic (selfwinding)
Dial and hands	With Super-LumiNova®
Case back	See-through back to see the movement (mineral crystal)
Dimensions Ext/H	ø38.00mm / 10.85mm



PPHT CHF 760.-
M005.830.11.031.00
 S/S bracelet
 Silver-silver dial
 With «Côtes de Genève»



PPHT CHF 700.-
M005.830.16.031.00
 Black leather strap
 Silver-silver dial
 With «Côtes de Genève»



PPHT CHF 760.-
M005.830.11.051.00
 S/S bracelet
 Black dial
 With «Côtes de Genève»



PPHT CHF 760.-
M005.830.11.061.00
 S/S bracelet
 Anthracite dial
 With «Côtes de Genève»



CHF 830.- / € 630.-

Recommended public price including VAT
 CHF 750.- / € 570.-

CHF 830.- / € 630.-

CHF 830.- / € 630.-

Multifort Lady ø38

Availability: Available

Features:

Case	Stainless steel and Stainless steel with PVD 5N coating
Glass	Sapphire crystal
Water-resistant	Up to 100 meters with screw-down crown
Movement	Mechanical ETA 2836-2 Automatic (selfwinding)
Diamonds (dial)	8x 8/8 VS-SI-TW 100-105 / total 0.037ct
Case back	See-through back to see the movement (mineral crystal)
Dimensions Ext/H	ø38.00mm / 10.85mm



PPHT CHF 860.-
M005.830.11.036.02
S/S bracelet
Silver dial
8 diamonds



CHF 940.- / € 710.-



PPHT CHF 800.-
M005.830.16.036.22
Black leather strap
Silver dial
8 diamonds



Recommended public price including VAT
CHF 860.- / € 650.-



PPHT CHF 900.-
M005.830.36.036.22
Black leather strap
Silver dial
8 diamonds



CHF 960.- / € 730.-

Ocean Star Captain IV 200m

Availability: June 2010

Features:

Case	Stainless steel
Glass	Sapphire crystal
Water-resistant	Up to 200 meters with screw-down crown
Movement Gent	Mechanical ETA 2836-2 Automatic (selfwinding)
Dial and hands	With Super-LumiNova®
Case back	See-through back to see the movement (mineral crystal)
Dimensions Ext/H	ø42.50mm / 11.50mm



PPHT CHF 820.-
M011.430.17.051.22
Black rubber Strap
Black dial



PPHT CHF 850.-
M011.430.11.051.02
S/S bracelet
Black dial



Recommended public price including VAT
CHF 890.- / € 670.- CHF 920.- / € 690.-

Ocean Star Captain IV 200m

Availability: June 2010

Features:

Case	Stainless steel
Glass	Sapphire crystal
Water-resistant	Up to 200 meters with screw-down crown
Movement Gent	Mechanical ETA 2836-2 Automatic (selfwinding)
Dial and hands	With Super-LumiNova®
Case back	See-through back to see the movement (mineral crystal)
Dimensions Ext/H	ø42.50mm / 11.50mm



PPHT CHF 820.-
M011.430.17.041.22
Black rubber Strap
Blue dial



PPHT CHF 850.-
M011.430.11.041.02
S/S bracelet
Blue dial



Recommended public price including VAT
CHF 890.- / € 670.- CHF 920.- / € 690.-

Belluna Gent Sport

Availability: Available

Features:

Case	Stainless steel
Glass	Sapphire crystal
Water-resistant	Up to 100 meters with screw-down crown
Movement	Mechanical ETA 2836-2 Chronometer Automatic (selfwinding)
Dial and hands	With Super-LumiNova®
Case back	See-through back to see the movement (mineral crystal)
Dimensions Ext/H	Gent ø40.00mm / 10.35mm



PPHT CHF 1'010.-
M001.431.16.051.32
Black leather strap
Black dial



PPHT CHF 1'010.-
M001.431.16.031.32
Brown leather strap
Silver dial



PPHT CHF 1'070.-
M001.431.11.051.32
S/S bracelet
Black dial



PPHT CHF 1'070.-
M001.431.11.031.32
S/S bracelet
Silver dial



CHF 1'070.- / € 790.-

Recommended public price including VAT
CHF 1'070.- / € 790.-

CHF 1'130.- / € 840.-

CHF 1'130.- / € 840.-

Belluna Gent

Availability: May 2010

Features:

Case	Stainless steel
Glass	Sapphire crystal
Water-resistant	Up to 100 meters with screw-down crown
Movement	Mechanical ETA 2836-2 Chronometer Automatic (selfwinding)
Case back	See-through back to see the movement (mineral crystal)
Dimensions Ext/H	Gent ø40.00mm / 10.35mm



PPHT CHF 1'050.-
M001.431.11.291.02
S/S bracelet
Chocolate dial



Recommended public price including VAT
CHF 1'130.- / € 840.-

Belluna Gent GMT

Availability: May 2010

Features:

Case	Stainless steel
Glass	Sapphire crystal
Water-resistant	Up to 100 meters with screw-down crown
Movement	GMT Mechanical ETA 2893-2 Automatic (selfwinding)
Case back	See-through back to see the movement (mineral crystal)
Dimensions Ext/H	Gent ø40.00mm / 10.35mm



PPHT CHF 990.-
M001.429.16.031.20
 Black leather strap
 Silver dial



PPHT CHF 1'050.-
M001.429.11.031.20
 S/S bracelet
 Silver dial



Recommended public price including VAT
 CHF 1'070.- / € 790.- CHF 1'130.- / € 840.-

All Dial Helium Valve 300m

Availability: May 2010

Features:

Case	Stainless steel
Glass	Sapphire crystal with 2 sides anti-reflecting coating
Water-resistant	Up to 300 meters with screw-down crown
Movement	Mechanical ETA 2836-2 Automatic (selfwinding)
Dial and hands	With Super-LumiNova®
Case back	See-through back to see the movement (mineral crystal)
Dimensions Ext/H	Gent ø44.00mm / 13.35mm



PPHT CHF 1'150.-
M006.630.17.057.22
Black rubber strap
Black dial



Recommended public price including VAT
CHF 1'250.- / € 950.-

QUARTZ / REGIONAL COLLECTION



Multifort Chronograph Lady

M005.217.16.116.30

Multifort Chronograph Gent Retrograde

Availability: May 2010

Features:

Case	Stainless steel
Glass	Sapphire crystal
Water-resistant	Up to 100 meters with screw-down crown
Movement	Quartz movement ETA G15.261
Hands	With Super-LumiNova®
Dimensions Ext/H	ø42.00mm / 10.80mm



PPHT CHF 510.-
M005.417.16.051.20
Black leather strap
Black dial



PPHT CHF 570.-
M005.417.11.051.00
S/S bracelet
Black dial



Recommended public price including VAT
CHF 550.- / € 410.- CHF 630.- / € 470.-

Multifort Chronograph Gent Retrograde

Availability: May 2010

Features:

Case	Stainless steel
Glass	Sapphire crystal
Water-resistant	Up to 100 meters with screw-down crown
Movement	Quartz movement ETA G15.261
Hands	With Super-LumiNova®
Dimensions Ext/H	ø42.00mm / 10.80mm



PPHT CHF 510.-
M005.417.16.031.10
Brown leather strap
Silver dial



PPHT CHF 570.-
M005.417.11.031.00
S/S bracelet
Silver dial



Recommended public price including VAT
CHF 550.- / € 410.- CHF 630.- / € 470.-

Multifort Chronograph Lady

Availability: May 2010

Features:

Case	Stainless steel
Glass	Sapphire crystal
Water-resistant	Up to 100 meters with screw-down crown
Movement	Quartz movement ETA G15.211
Hands	With Super-LumiNova®
Dimensions Ext/H	ø35.00mm / 10.50mm



PPHT CHF 510.-
M005.217.16.051.20
Black leather strap
Black dial



PPHT CHF 570.-
M005.217.11.051.00
S/S bracelet
Black dial



PPHT CHF 510.-
M005.217.16.031.60
Blue leather strap
Silver dial



PPHT CHF 570.-
M005.217.11.031.00
S/S bracelet
Silver dial



CHF 550.- / € 410.-

Recommended public price including VAT
CHF 630.- / € 470.- CHF 550.- / € 410.-

CHF 630.- / € 470.-

Multifort Chronograph Lady

Availability: May 2010

Features:

Case	Stainless steel
Glass	Sapphire crystal
Diamonds (dial)	12x 8/8 VS-SI-TW 100-105 / 0.0552ct
Water-resistant	Up to 100 meters with screw-down crown
Movement	Quartz movement ETA G15.211
Hands	With Super-LumiNova®
Dimensions Ext/H	ø35.00mm / 10.50mm



PPHT CHF 610.-
M005.217.16.116.30
White leather strap
MOP dial
12 Diamonds



PPHT CHF 670.-
M005.217.11.116.00
S/S bracelet
MOP dial
12 Diamonds



Recommended public price including VAT
CHF 650.- / € 490.- CHF 730.- / € 550.-

OS Sport Chronograph PVD 5N

Availability: Available

Features:

Case	Stainless steel with PVD 5N coating
Glass	Sapphire crystal
Water-resistant	Up to 200 meters with screw-down crown
Movement Gent	Quartz movement ETA G10.211
Dial and hands	With Super-LumiNova®
Dimensions Ext/H	ø42.00mm / 13.00mm



PPHT CHF 660.-
M002.617.37.052.00
Black rubber
Black dial / 5N print



Recommended public price including VAT
CHF 710.- / € 530.-

Dorada Big Gent

Availability: Available

Features:

Case	Stainless steel
Glass	Sapphire crystal
Water-resistant	Up to 30 meters
Movement	Quartz movement, ETA 955.412
Dimensions Ext/H	ø38.00mm / 5.80mm



PPHT CHF 320.-
M009.610.11.031.00
S/S bracelet
Silver dial



PPHT CHF 320.-
M009.610.11.013.00
S/S bracelet
White dial



PPHT CHF 260.-
M009.610.16.013.00
Black leather strap
White dial



CHF 350.- / € 260.-

Recommended public price including VAT
CHF 350.- / € 260.-

CHF 290.- / € 210.-

Dorada Big Gent

Availability: Available

Features:

Case	Stainless steel with PVD 2N18 coating
Glass	Sapphire crystal
Water-resistant	Up to 30 meters
Movement	Quartz movement, ETA 955.412
Dimensions Ext/H	ø38.00mm / 5.80mm



PPHT CHF 380.-
M009.610.22.013.00
Bicolour 2N18 bracelet
White dial



PPHT CHF 420.-
M009.610.33.013.00
S/S bracelet PVD 2N18
White dial



PPHT CHF 320.-
M009.610.36.013.00
Black leather strap
White dial



CHF 410.- / € 310.-

Recommended public price including VAT
CHF 460.- / € 340.-

CHF 350.- / € 260.-

Romantique Lady

Availability: April 2010

Features:

Case	Stainless steel and stainless steel with PVD 2N18 coating
Glass	Sapphire crystal
Diamonds (dial)	6x 8/8 VS-SI-TW 100-105 / 0.0276ct (only M004.310.16.116.20)
Water-resistant	Up to 50 meters
Movement Gent	Quartz movement ETA 956.112
Dimensions Ext/H	30.00x37.40mm / 7.80mm



PPHT CHF 440.-
M004.310.16.116.20
 Black leather strap
 White mop dial / 6 diamonds



CHF 470.- / € 350.-



PPHT CHF 390.-
M004.310.16.101.50
 Grey leather strap
 White mop dial



Recommended public price including VAT
 CHF 420.- / € 320.-



PPHT CHF 470.-
M004.310.26.101.20
 Black leather strap
 White mop dial



CHF 500.- / € 380.-

MIDO®

SWISS WATCHES SINCE 1918

Order form mechanical watches

Date	
Name	
Country	
Visa	

Product Line	Qty	PIC	PPHT CHF	
BARONCELLI CHRONOGRAPH MOONPHASE		M8607.4.M1.12	2250	
		M8607.3.M1.42	2350	
JUBILEE		M8690.4.18.4	1140	
		M8690.4.18.1	1200	
BIG LADY DIAMONDS		M007.207.61.036.00	1780	
		M007.207.66.036.20	1720	
		M007.207.66.036.26	1820	
GENT III		M010.408.16.033.20	1040	
		M010.408.11.033.00	1100	
		M010.408.16.053.20	1040	
		M010.408.11.053.00	1100	
		M010.408.16.037.10	1040	
		M010.408.11.037.00	1100	
		M010.408.16.057.10	1040	
		M010.408.11.057.00	1100	
MULTIFORT GENT PVD		M005.614.36.031.00	1690	
		M005.430.36.031.00	800	
GENT BLACK PVD SPECIAL EDITION		M005.430.37.051.02	850	
		M005.614.37.051.01	1740	
GENT 38Ø		M005.830.11.031.00	760	
		M005.830.16.031.00	700	
		M005.830.11.051.00	760	
		M005.830.11.061.00	760	
LADY DIAMONDS		M005.830.11.036.02	860	
		M005.830.16.036.22	800	
		M005.830.36.036.22	900	
OCEAN STAR DIVER		M011.430.17.051.22	820	
		M011.430.11.051.02	850	
		M011.430.17.041.22	820	
		M011.430.11.041.02	850	
BELLUNA GENT SPORT		M001.431.16.051.32	1010	
		M001.431.16.031.32	1010	
		M001.431.11.051.32	1070	
		M001.431.11.031.32	1070	
GENT CHOCOLATE		M001.431.11.291.02	1050	
GMT		M001.429.16.031.20	990	
		M001.429.11.031.20	1050	
ALL DIAL HELIUM VALVE		M006.630.17.057.22	1150	

MIDO®

SWISS WATCHES SINCE 1918

Order form quartz watches

Date	
Name	
Country	
Visa	

Product Line	Qty	PIC	PPHT CHF	
MULTIFORT				
GENT CHRONO RETROGRADE		M005.417.16.051.20	510	
		M005.417.11.051.00	570	
		M005.417.16.031.10	510	
		M005.417.11.031.00	570	
LADY CHRONO				
		M005.217.16.051.20	510	
		M005.217.11.051.00	570	
		M005.217.16.031.60	510	
		M005.217.11.031.00	570	
		M005.217.16.116.30	610	
		M005.217.11.116.00	670	
OCEAN STAR SPORT				
GENT CHRONO		M002.617.37.052.00	660	
DORADA				
BIG GENT		M009.610.11.031.00	320	
		M009.610.11.013.00	320	
		M009.610.16.013.00	260	
		M009.610.22.013.00	380	
		M009.610.33.013.00	420	
		M009.610.36.013.00	320	
ROMANTIQUE				
LADY DIAMONDS		M004.310.16.116.20	440	
		M004.310.16.101.50	390	
		M004.310.26.101.20	470	