

# Rolex Announces New Watchmakers Training Program

Rolex once again leads the way in supporting the future of quality watchmaking education in the U.S. by designing a new watchmakers training program which will be implemented at all four Rolex-sponsored schools in the U.S.

The newly-formed Swiss American Watchmakers Training Alliance (SAWTA), a Rolex owned and directed entity with representatives from Rolex, Watchmakers of Switzerland Training and Educational Program (WOSTEP), American Watchmakers-Clockmakers Institute (AWCI), and the Rolex sponsored schools, will collectively oversee this new SAWTA curriculum, examinations and certification process.



The curriculum will be comprehensive in scope and designed to effectively address the needs of today's watch market by expanding the after-sales service capabilities of luxury watch retailers at their local level. In addition, it is intended to effectively consolidate the instruction of all proficiencies currently required to achieve the AWCI and WOSTEP certifications.

There will be one comprehensive final exam recognized by all alliance members, whereupon successful completion, the candidate would be awarded individual certifications from SAWTA, WOSTEP, AWCI, as well as diplomas from their respective school and college. This consolidation will set a new standard in professional watchmaking education in the U.S.

For over a decade, Rolex has been active in supporting established watchmaking instruction programs throughout the U.S. beginning with its sponsorship of the watchmaking program at North Seattle Community College in 1996. Rolex further extended its commitment to professional education by founding the Lititz Watch Technicum in 2001 and with the recent funding of the watchmaking programs at Saint Paul College in 2003 and Oklahoma State University-Okmulgee in 2008. Today, this level of endowment totals over \$1.6 million annually. To date there have been over 200 graduates from these existing programs.

