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KOBOLD WATCH COMPANY LAUNCHES AMERICAN WATCH

PITTSBURGH - The Kobold Watch Company today unveiled its newest watch, the Spirit of America Automatic. According to the company, it is the first serially produced American watch of the 21st Century, consisting of an all-American-made case and a manufacture movement that is partly made with American components.

The Spirit of America Automatic is 89% U.S.-made, claims the Pittsburgh, Pennsylvania-based manufacturer, and its debut date on Independence Day was carefully orchestrated to emphasize this fact. The Spirit of America Automatic is the company's new flagship model. To produce a high-end wristwatch in the United States is no small feat: the American watchmaking industry, once the source of timekeepers that could rival the best Switzerland had to offer, has lay dormant for almost 40 years when the extensive quartz crisis wiped out all domestic manufacturers and industry vendors.

In achieving its goal of once more producing an American watch, the Kobold Watch Company, has gone against a continuing and troubling trend to outsource American manufacturing to low-cost countries in Asia. The company's founder, Michael Kobold, insisted that his team select as suppliers for the Spirit of America Automatic only those companies who can prove that all of their manufacturing processes are done stateside.

Finding such suppliers was only the first hurdle in a research and development process that has taken over three years and cost the company hundreds of thousands of dollars by its own estimation. It was even more difficult to ensure that the components produced by these select American vendors could compete against the high quality parts produced by their Swiss and German competitors –who are also far more experienced in terms of producing watch components.

Kobold is America's premiere watch manufacturer and the only watch company that produces a line of American-made wristwatches. The company was founded in 1999 by then 19-year-old Michael Kobold. Specializing in the manufacture of professional-grade tool watches, the company quickly made a name for itself among explorers, divers, pilots and military specialists around the world. Every Kobold watch is crafted by hand using the most exclusive materials and is powered by a mechanical watch movement. Kobold watches have been worn by explorers venturing to the world's most remote locations, including the North Pole, Antarctica, Mt. Everest, and the Arabian Desert.

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