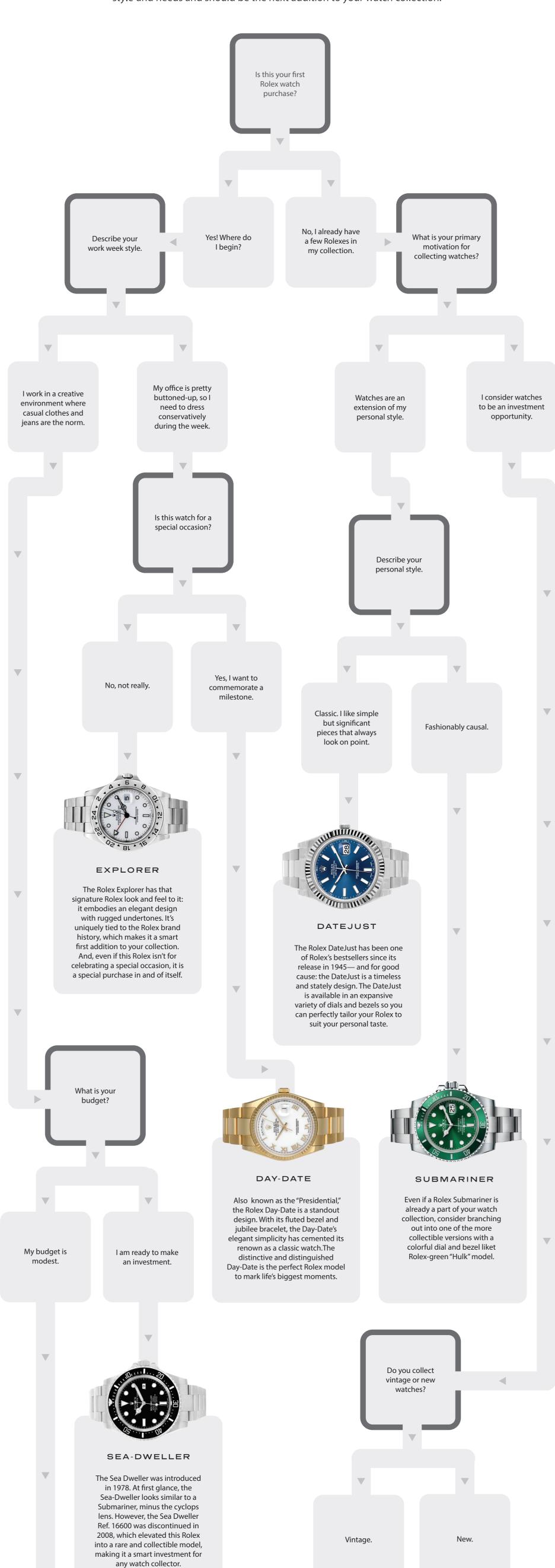


WHICH ROLEX SHOULD YOU BUY?

Follow this flowchart to find out which Rolex model perfectly suits your style and needs and should be the next addition to your watch collection.





AIR-KING

The Rolex Air-King is perfect for someone who is just starting to build a watch collection. The Air-King is an immediately recognizable Rolex style and is a budget-friendly entry model.



Upon its release, the Rolex GMT-Master I & II was admired for its form and function. Its sporty dial and colorful bezel are balanced by a more

formal oyster bracelet for that

enviably cool, laissez-faire look. The

GMT-Master is also a solid investment,

as they are one of Rolex's most

collectible models and likely to increase in value.



Since the Rolex Daytona became the watch of choice by actor and accomplished racecar driver Paul Newman in the 1960s, the Daytona has been a hotly coveted model. Even though Daytonas are still in production today, they retain their value incredibly well and are a savvy investment if you're in the market for a new Rolex.