

Rolex & Wolverine: What Kind Of Rolex Watch Would Wolverine Choose To Wear?

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May 8, 2009 - [PRLog](#) -- By John Lavitt - As the opening weekend of *Wolverine: Origins*, starring Hugh Jackman, was bringing in over \$78 million dollars in box office, we kept asking ourselves an intriguing question: What kind of Rolex watch would Wolverine choose to wear? Commonly known as Logan, Wolverine's cool personality, funny one-liners and badass attitude make him one of the most popular Marvel characters and a huge hit on the silver screen. Given Wolverine's ongoing battles with Magneto, the mutant master of Magnetism, in the X-Men movies and comic books, it makes sense that Wolverine would wear a Rolex Milgauss. Introduced by Rolex in 1954, the Rolex Milgauss was designed as an antimagnetic watch specifically for those who worked in areas where electromagnetic fields can wreck havoc on the timing of a watch, like power plants and in battles with super villains. Wolverine's mutant powers lead directly to the second reason why a Rolex Milgauss is the watch for this superhero. His special powers include a healing factor that cures any wound, and heals any disease, and retractable bone claws in his hands. A corrupt government program known as Weapon X bonded Wolverine's bones with adamantium and banded the super metal to his bone claws that he can eject from between his knuckles. Given the metal-banded claws and metal-bonded skeleton, plus his ongoing battles with Magneto, the antimagnetic Rolex Milgauss watch is the only possible choice for Wolverine.

After the Weapon X program erased his memories, Wolverine wandered about until he was approached by Professor Charles Xavier, the founder of the X-Men. Wolverine chose to leave the Weapon X program and join the X-Men. Wolverine remained with the X-Men for quite some time, becoming their field commander, where he first encountered the mutant Magneto and the Brotherhood of Evil Mutants. During a battle with Magneto, Wolverine slashed Magneto with his claws. Magneto retaliated, using his powers of the magnetic field to tear the adamantium out of Wolverine's skeleton, causing extensive injuries. These extreme injuries shorted out Wolverine's healing factor for a time, and Logan discovered that the claws that he believed a result of the Weapon X project were in fact part of his actual bone structure due to his mutation. These bone claws became Wolverine's main weapons until his skeleton later became grafted to adamantium again. If Wolverine had been wearing a Rolex Milgauss on his wrist, he might have known that Magneto's revenge was heading his way. Wolverine is a mutant who possesses the ability to regenerate damaged or destroyed areas of his cellular structure at a rate far greater than that of an ordinary human. Wolverine's natural healing affords him virtual immunity to poisons and most diseases, and he possesses superhumanly acute senses. Like an animal on the hunt, Wolverine is able to recognize people and objects by scent, even if that person or object is hidden. Wolverine's skeleton includes six retractable one-foot long bone claws, three in each arm, that are housed beneath the skin and muscle of his forearms. At will, Wolverine releases these slightly curved claws through his skin beneath the knuckles on each hand. The skin between the knuckles tears and bleeds, but the blood loss is quickly halted by his healing factor.

Wolverine's entire skeletal structure, including his claws, was artificially bonded to the nearly indestructible metal Adamantium in the Weapon X program to develop government assassins. As a result, Wolverine's bones are virtually unbreakable, and his claws are capable of cutting through almost anything known to man. Due to his healing factor, the presence of Adamantium in his body does not interfere with his bones' normal function of generating blood corpuscles. Given the magnetic Adamantium in his body and his ongoing battles with Magneto, the antimagnetic Rolex Milgauss is the perfect watch for Wolverine. At the Basel 2007, the renowned watch fair, Rolex announced the return of the Milgauss. The new Rolex Milgauss comes in a 40mm bezel, with a COSC certified 3131 automatic winding movement. The new Milgauss version with a black face, white and orange elements and green sapphire glass (the 116400 GV) caught the attention of watch buyers and in short order was being sold in the gray market at three times its

suggested retail price. It has a certain style and flair, particularly the coolness of the green sapphire glass, that fit right into Wolverine's natural style. The word Milgauss is derived from the French word mille, which means one thousand, and gauss, the unit of the magnetic field. If you expose a mechanical watch to a strong magnetic field, some of the parts in the movement become magnetized. This will cause the mechanism to run quite fast and require demagnetization. The Rolex Milgauss is able to resist a magnetic field of 1,000 Gauss, thus helping Wolverine resist the powers of Magneto. Without question, the perfect Rolex watch for a mutant superhero like Wolverine is the Rolex Milgauss with the green sapphire glass.

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