

John McCain's Rolex Air King vs. Barack Obama's Tag Heuer: Who will Win Today?



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Press Release Summary: Los Angeles, CA-John McCain wears a Rolex Air King while Barack Obama wears a Tag Heuer Carrera. Does John McCain wear his Rolex Oyster Perpetual just to seem like he is the President for the masses? Is a Tag Heuer really the proper watch for Presidential hopeful Barack Obama, the man of the people, the law professor and community organizer?



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Barack Obama, the man of the people, the law professor and community organizer? Pictures suggest that Barack Obama has been wearing his TAG-Heuer Carrera Series 1500 Two Tone Divers watch since about 1995 until 2007 when he was gifted a chronograph watch

from the Secret Service. At the same time it seems John McCain wore his Rolex Oyster Perpetual Air King, part of the Rolex Oyster Perpetual Datejust line, since about 1985. So why would these two presidential hopefuls, who could probably afford any watch made by man, choose these two particular Rolex and Tag Heuer watches? What exactly do the Rolex Air King and Tag Heuer 1500 stand for and represent today in American society?

This article can be viewed in its entirety at: <http://www.melrosejewelers.com/rolex-watch-blog/john-mccains-rolex-air-king-vs-barack-obamas-tag-heuer-who-will-win-today/>

The **Rolex Air King** wristwatch was first launched at the watch fair at Basel Germany in 1957. John McCain's Rolex Air King features the marking "Precision" on it showing it has a screw-down crown and perfectly-sealed case back ensuring waterproofness. It is hence accurate and trustworthy. It is also labeled an "Oyster Perpetual" wristwatch as seen on its dial. Hence it has a self-winding movement and can be labeled as a somewhat generic luxury watch. Overall, the Rolex Oyster Perpetual line including John McCain's Rolex Air King is the best selling line of Rolex watch and of all luxury watches ever produced by man. John McCain's Rolex Air King can hence be considered a symbol of tradition, heritage, and conservatism.

What's interesting to analyze is that, while some may feel John McCain's [Rolex](#) Air King was one of the cheaper watches available on the market, at the time he most likely purchased it, circa the mid-80's, the United States was recovering from an oil crisis and a war with Iran. Whereas the Rolex Air King sells for about \$4200 new or about \$2300 used from discount luxury watch sites such as Melrose Jewelers, http://www.melrosejewelers.com/category/mens_rolex_airking.htm, today in 2008, it sold for about half that price in 1985 which, adjusted for inflation was actually more like \$12,000 today. Hence the question could be asked, "Would you vote for a man wearing a \$12,000 Rolex watch?"

With Barack Obama, on the other hand, his Tag Heuer Carrera series 1500 retails for about \$1900 and in the mid-90's when he likely purchased it cost about 2/3rds of that price. Inflation and economy-adjusted, the watch cost about \$1200 in 2008 dollars. Hence the reality is that Barack Obama's watch may have cost 1/10th of that of John McCain's. Now do you still think John McCain is wearing his Rolex Air King because he is the President of the masses? Today America will make that decision, who will we, as hard-working Americans, support?

Has Barack Obama somehow made frugality sexy? People are more apt to buy a hybrid Honda Civic than a Mercedes-Benz. They are also more likely to share their cheap habits openly with their friends and family. In 2008 the Rolex Air King and Tag Heuer Carrera are now equally priced and one thing is for sure, both these watches were carefully chosen as symbols of American freedom, tradition, and justice and Americans and citizens worldwide will be purchasing many of both for years to come.

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