

The Rolex Oysterquartz remains one of the most intriguing yet often overlooked models in the world of luxury watches. While Submariners and GMT-Masters have historically dominated attention — both among collectors and in resale markets — the Oysterquartz has quietly cultivated a niche following. Many enthusiasts and investors are now asking: **is the Oysterquartz undervalued** compared to its more famous Rolex siblings?



In this post, we'll dive deep into the factors that influence pricing and collector interest in Oysterquartz watches relative to Submariners and GMT models, leveraging key market insights and real sales data like the \$17.8 million Phillips auction result. We'll also highlight why scarcity and configuration details matter, and how completeness (box, papers, service history) impacts valuations.

Rolex Oysterquartz vs. Submariners and GMT Models: An Overview

Before comparing values, it's important to understand the fundamental differences and histories behind these Rolex icons.



- **Submariner:** Launched in 1953, the Submariner is Rolex's legendary dive watch, celebrated for its durability and design. It consistently commands strong collector demand and premium resale prices.
- **GMT-Master:** Introduced in 1954, the GMT-Master was designed for pilots and frequent travelers. Known for its dual time zone feature and colorful bezel, it also enjoys cult status and auction prominence.
- **Oysterquartz:** Produced between 1977 and 2003, the Oysterquartz is Rolex's quartz-powered counterpoint to its mechanical collections. With distinct angular case lines and an integrated bracelet, it's famously different but not as widely coveted.

Why the Oysterquartz is Often Considered Undervalued

Several key factors contribute to the perception that Oysterquartz models are undervalued relative to Submariners and GMTs:

1. Discontinuation Creates a Finite Supply

The Oysterquartz was discontinued in 2003, meaning no new models are entering the market. Finite supply often drives collector interest and prices upwards over time. Compared to Submariners or GMTs, which continue production and evolve frequently but retain strong legacy versions, the Oysterquartz sits in a unique position where scarcity is essentially guaranteed.

2. Demand Can Rise After a Model is Retired

Post-discontinuation demand spikes have been observed across the luxury watch space. The stopping of Oysterquartz production shapes [oysterquartz value](#) a narrative of a "hidden gem," especially among collectors seeking intriguing quartz Rolexes outside the mechanical norm.

3. Configuration Details Drive Price Swings

Reference number, dial material and color, bezel style (smooth vs. fluted), and production year all play pivotal roles in pricing. For example, rare dial variants or 18k gold Oysterquartz references tend to fetch appreciably higher prices. This mirrors Submariner and GMT valuation dynamics, but Oysterquartz configuration nuances are less well-known — offering potential arbitrage opportunities to informed collectors.

4. Complete Sets Earn Premiums

The presence of original boxes, papers, hang tags, and documented service history can add significant value. Complete Oysterquartz packages are far less common than for Submariner or GMT references — which means premiums on full sets are currently underappreciated.

Market-Based Valuation Using Comparable Sales

To explore if the Oysterquartz is undervalued today, let's reference current market tools that leverage recent comparable sales. Valuation is a composite of multiple inputs:

- **Reference number and configuration:** Oysterquartz models like the 17013 (two-tone), 17014 (steel with sapphire bezel), and the rare 19018 (yellow gold) command different price tiers.
- **Dial and bezel setup:** Classic black dials might trade differently than rare white or grey dials; smooth bezel vs. fluted bezel impacts desirability.
- **Production years:** Earlier examples (late '70s, early '80s) often carry a premium due to patina and production rarity.
- **Completeness:** Original box, papers, and confirmed Rolex service history drive value upwards.

Rolex Model Price Range (USD) Key Valuation Drivers Oysterquartz 17013 (Two-Tone) \$8,000 - \$14,000 Dial/bezel config, originality, completeness Oysterquartz 19018 (Yellow Gold) \$15,000 - \$25,000+ Production year, rarity, condition Submariner (vintage refs.) \$12,000 - \$250,000+ Reference, dial, provenance GMT-Master (vintage refs.) \$10,000 - \$150,000+ Bezel and dial variant, originality

These price ranges illustrate that Oysterquartz watches generally trade at a fraction of comparable Submariners and GMTs despite their unique qualities and finite supply.

The \$17.8 Million Phillips Auction Sale: Collectors' Attention on Quartz Rolex

When considering luxury watch valuations, major auction results provide a powerful lens. In November 2017, a Rolex Daytona "Paul Newman" ref. 6239 broke records at Phillips auction, hammering for an astonishing **\$17.8 million**. While unrelated to the Oysterquartz directly, this sale underlines an important industry truth:

- Rare and desirable Rolex models, especially those with provenance and unique characteristics, can command extraordinary prices.
- Collector enthusiasm and hype heavily influence market ceilings.

The Oysterquartz, though not yet achieving the stratospheric heights of rare Daytonas or vintage Submariners, is gradually attracting **collector attention quartz Rolex**

Scarcity vs. Hype: Where Does the Oysterquartz Fit?

One recurring debate is how scarcity compares to hype in Rolex's secondary market. For Oysterquartz, this dynamic is particularly interesting:

- **Scarcity:** With production halted for nearly two decades and total units relatively low (~25,000 total Oysterquartz models made), scarcity is an innate feature. Unlike mechanical Rolex classics, Oysterquartz supply cannot grow beyond existing watches.
- **Hype:** Market hype — driven by celebrity endorsements, social media, or auction spotlight — has lifted certain Submariner and GMT variants to iconic status. The Oysterquartz has yet to benefit from such pervasive hype, contributing to its undervalued status.

From an investor's or collector's standpoint, scarcity without hype can mean low current prices but a potential for future appreciation as awareness grows.

Factors to Watch When Evaluating Oysterquartz Value

If you're eyeing Oysterquartz models, keep these parameters top of mind to assess their fair value and potential investment merit:

- **Reference and Production Year:** Identify exact model numbers (e.g., 17000, 17013, 19018) to compare accurately against sales.
- **Dial and Bezel Variants:** Some dial configurations, like rare "linen" or rare metallic dials, can command premiums.
- **Completeness:** Original boxes, papers, and service records add layers of value.
- **Condition:** Nonpolished, flawless cases and bracelets are paramount.

- **Market Timing:** Monitor trends in quartz vs. mechanical Rolex demand, considering macroeconomic and collector sentiment shifts.

Conclusion: Is Oysterquartz Undervalued?

The evidence suggests that the Oysterquartz remains undervalued compared to Submariner and GMT models, especially factoring in its finite supply and emerging collector enthusiasm. Although prices lag behind mechanical icons — which benefit from decades of hype and continuous evolution — the Oysterquartz offers a compelling narrative for informed buyers seeking scarcity over hype, innovation over tradition, and unique Rolex heritage.

As watch collectors increasingly diversify and seek overlooked rarity, **scarcity vs hype Rolex**

In summary, if you're on the lookout for a genuine Rolex that challenges conventional valuations and rewards nuanced collector attention, the Oysterquartz merits serious consideration as a hidden gem — a quartz icon that's still waiting to be fully recognized and prized.