

The Rolex GMT-Master II 126710BLRO, widely known as the "Steel Pepsi" due to its iconic red and blue bezel, remains one of the most sought-after luxury watches in the market today. Yet, confusion abounds regarding its **126710BLRO status**: Has Rolex discontinued this model, or is it simply scarce? As collectors and enthusiasts navigate a fluctuating market, understanding the nuances behind availability, pricing, and valuation is critical. In this comprehensive blog post, we dissect the Steel Pepsi GMT's market dynamics, drawing on market-based valuation tools, key configuration details, and historical trends to shed light on the current **Rolex Pepsi GMT market**.

Understanding the Rolex GMT-Master II 126710BLRO

Introduced in 2018, the 126710BLRO marked Rolex's return to traditional stainless steel on a GMT-Master II with the classic red and blue Cerachrom bezel insert, nicknamed "Pepsi." It features Rolex's caliber 3285 movement, a Jubilee bracelet, and various refinements over previous models. Its blend of heritage and modernity rapidly catapulted it into collector favor.

Steel Pepsi 126710BLRO Key Specs

- **Reference number:** 126710BLRO
- **Case Material:** Stainless steel (Oystersteel)
- **Bezel:** Red and blue Cerachrom ceramic bezel insert
- **Movement:** Caliber 3285, 70-hour power reserve
- **Bracelet:** Jubilee steel bracelet
- **Production years:** 2018 - Present (as of mid-2024)

Is the 126710BLRO Discontinued?

Contrary to some rumors, as of mid-2024, the 126710BLRO has not been officially discontinued by Rolex. However, the watch is exceptionally difficult to purchase at retail. This scarcity fuels debate about whether the model's status will soon shift to "retired." Understanding this distinction requires looking at Rolex's practices and market supply dynamics.



Rolex and Model Discontinuation

Rolex rarely publicly announces discontinuation dates, unlike other watch brands. Instead, models quietly phase out when new versions arrive or production ceases. Discontinuation creates a finite supply, which traditionally sparks demand surges in secondary markets.

To date, the 126710BLRO remains in Rolex's official catalog, but boutique and authorized dealer availability is minimal. Anticipation is building for a potential successor or update, but none has been confirmed.

Bottom Line: The 126710BLRO is not discontinued but is near impossible to buy new at retail.

Why Is the Steel Pepsi so Hard to Get?

The bottleneck in obtaining the 126710BLRO arises from multiple factors:

1. **Extremely high demand** — the Pepsi's iconic look and steel case attract a broad collector base.
2. **Rolex production constraints** — Rolex limits steel GMT-Master II production to maintain exclusivity.
3. **Authorized Dealer allocation policies** — most ADs maintain tight allocation, often prioritizing longstanding clients.
4. **Secondary market dynamics** — many examples are hoarded by collectors or investors, reducing available supply.

As a result, even those with genuine Rolex relationships can wait years for an allocation, with most opting to buy pre-owned at significant premiums.

The Impact of Discontinuation in the Rolex Pepsi GMT Market

In the luxury watch market, official retirement or discontinuation of a reference often unleashes notable price volatility. Here's why:

- **Finite supply** : Once production ends, no new watches join the market, making existing pieces more coveted.
- **Surge in demand** : Collectors rush to own last editions or iconic references before they disappear entirely.

- **Price appreciation :** Limited units combined with increased desire push prices upward, often surpassing retail multiples.

The Steel Pepsi is perfectly positioned for this effect once discontinued, but even pre-discontinuation demand has resulted in soaring values.

The Phillips \$17.8 Million GMT-Master: A Case Study in Collector Mania

The headlines about the Phillips auction sale in 2017, where a Rolex GMT-Master fetched \$17.8 million, underscore the breathtaking extremes collector watches can achieve when rarity and provenance meet. Although not a 126710BLRO, this example signals how elevated prices can climb for unique, correctly configured GMT-Master references.

Market-Based Valuation: How to Gauge the 126710BLRO's Value

Given the mixed signals about discontinuation and scarcity, buyers and sellers must lean on robust valuation tools rooted in **current comparable sales** and comprehensive **evaluation inputs**. Here's what to consider:

1. Reference

The exact model number (126710BLRO) affects valuation directly. Variants like the older 116719BLRO or the white gold editions have different values due to material and rarity.

2. Dial and Bezel Configuration

The hallmark red and blue bezel drives the Pepsi nickname and desirability. Authentic dial details (e.g., gloss vs. matte, vintage fonts for other references) also impact price.



3. Production Years

Early production examples or "first-run" watches can command premiums. Watches from later years may be less rare but often benefit from improved refinement.

4. Completeness: Box, Papers, Accessories

Complete sets with original boxes, warranty cards, manuals, and seals typically add 10-20% or more to resale price.

5. Service History

A well-documented service history preserves value by assuring mechanical soundness. However, over-servicing or replacement of original parts can detract from collectability.

Price Table: Steel Pepsi GMT-Master II 126710BLRO Market Prices

Condition Completeness Typical Market Price (USD) Notes New (Rare), Complete set Box, papers, tags \$24,000 - \$28,000+ Premium for unworn factory condition Pre-owned, Excellent Box and papers \$21,000 - \$24,000 Strong resale value for full sets Pre-owned, Good Partial or no box/papers \$18,000 - \$21,000 Lower premiums without full documentation Serviced, aged examples Varies \$16,000 - \$19,000 Depends on condition and parts originality

Configuration Details That Drive Price Swings

Among collectors, tiny deviations can create significant price differences. For the 126710BLRO, factors include:

- **Bracelet type:** The Jubilee bracelet command premiums over Oyster bracelets for this model.
- **Dial text:** Fonts, wording, lume color, and printing variations from early production vs. later years affect desirability.
- **Bezel condition:** Scratches, chips, or replaced bezel inserts impact value heavily.
- **Box and paperwork authenticity:** Keys to provenance, these can be worth thousands beyond the watch itself.

Completeness Commands Premiums

In the Rolex secondary market, watches accompanied by the full factory set (boxes, warranty cards, manuals, tags) continue to fetch the highest prices. Incomplete sets or “head-only” sales typically sacrifice 10%-20% or more. For the 126710BLRO, this delta is especially pronounced due to scarcity and collector demand.

How to Conduct a Retired Reference Check

For buyers and sellers monitoring the **retired reference check** on models like the 126710BLRO, utilize these <https://www.justluxe.com/community/the-discontinued-rolex-models-quietly-outperforming-the-market-920045628/> steps:

1. Verify official Rolex catalogs for production years and current listings.
2. Check recent auction results from major auction houses (Phillips, Christie's, Sotheby's).
3. Monitor price trends on resale platforms specializing in luxury watches.
4. Engage with trusted watch forums and dealer networks for insider insights.
5. Consult professional appraisers or content produced by market experts familiar with Rolex watches.

Conclusion

The **Rolex GMT-Master II 126710BLRO** remains an elusive, highly coveted timepiece. While not officially *discontinued*, its **126710BLRO status** reflects scarcity, overwhelming demand, and constrained supply — all

converging to create a challenging purchase environment at retail. Collectors eyeing this watch must navigate configuration-specific price swings, prioritize complete sets for value preservation, and stay vigilant via **retired reference checks** and market-based valuation tools.

Whether Rolex eventually retires the Steel Pepsi entirely or simply maintains the model's rarity, history shows that well-loved GMT-Master references can only appreciate in desirability and price — much like the storied sale where a GMT-Master fetched **\$17.8 million** at Phillips in 2017, reminding us that iconic watches transcend typical market boundaries.

For anyone invested in or curious about the **Rolex Pepsi GMT market**, keeping a pulse on supply, demand, and condition nuances remains paramount to making informed decisions. Watch this space closely.