

**ARCTURA:
The Signature of Kinetic.
Celebrating the 40th Anniversary of Seiko Chronographs.**



SNL019P



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Back in the 1960s, at around the time when the world's first quartz watch was taking shape in development, Seiko was also engaged in a separate drive to offer exceptional functions in mechanical watches. The culmination of that initiative came in 1964 with the launch of the first chronograph made in Japan. Now, Arctura Kinetic Chronograph has been chosen to commemorate the 40th anniversary of that great achievement with a superlative titanium model.

The distinctive impact of this 40th anniversary chronograph model is enhanced by eye-catching use of gold on the dial, along with the gold-plating on the crown and chronograph buttons. The see-through case back reveals a gold-plated special-specification oscillating weight, printed with the words "40TH ANNIVERSARY CHRONOGRAPH".



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The collection's other new variations, meanwhile, inherit the visual appeal that played such a key role in Seiko Arctura's outstanding success all over the world in 2003. Added to such established strengths as split-level dial architecture and refined simplicity is a new look of luxury that comes from the deft use of gold, champagne and midnight blue. There are 8 new references added to the collection for 2004.

History

- * Launched in 1997.
- * Arctura is one of Seiko's five Elite Collections: Arctura, Sportura, Vivace, Rivoli and Premier.

New models

40th anniversary chronograph model

- * 7L22 Kinetic Chronograph
- * Case: All titanium with see-through screw case back
- * Glass: Sapphire crystal.
- * Band: Solid titanium bracelet. Three-fold clasp with push button release.
- * Water resistance: 10 bar water resistant.
- * Price: The suggested retail price will be approximately Euro 1,000.
- * Market entry: Leading international markets from November 2004.

Other models

- * 8 references in 3 cases.
- * 7L22 Kinetic Chronograph, Kinetic Auto Relay and Kinetic.
- * Case: Stainless steel screw case back. (Stainless steel with see-through screw case back for 7L22 Kinetic Chronograph.)
- * Glass: Sapphire crystal.
- * Band: Solid stainless steel bracelet. Three-fold clasp with push button release.
- * Water resistance: 10 bar water resistant.
- * Price: The suggested retail price will be approximately Euro 650 for Kinetic Chronograph, Euro 500 for Kinetic Auto Relay and Euro 400 for Kinetic.
- * Market entry: Leading international markets from May 2004.