

SPORTURA: All-star Chronographs.



SNL017P



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The theme is speed as a new hot look accelerates the already cool impact of this flagship all-chronograph collection for lovers of sport and advanced technology. For the first time ever, Seiko launches an all-chronograph collection. 4 unique chronograph movements and one common focus - the precise timing of sport.

These masterpieces of engineering brim with the passion and precision of the race circuit. First off the starting grid is a Kinetic Chronograph, setting the pace for the collection's contemporary European feel with a tonneau case, black-plated steel and Roman numerals. Hot in pursuit are three other chronographs, including a new limited edition four-dial Kinetic chronograph as well as alarm and dual display models.

At the heart of the appeal of Sportura has always been its unique legibility, and the 2004 line-up continues the tradition. The jet-black dials with vivid orange highlights, specially coated non-reflective sapphire crystal and lumibrite markers make each Sportura watch easy to read, at speed, day and night. The punched black leather of Sportura's first straps adds to the speed appeal. Deft use of these striking colors interlocks with visual reminders of meters, gauges and leather steering wheels to move the collection up a gear and power it into a new realm of emotional appeal.

History

- * Launched in 2000.
- * Sportura is one of Seiko's five Elite Collections: Arctura, Sportura, Vivace, Rivoli and Premier.

New models

- * 7 references in 4 cases.
- * 9T82 Kinetic Chronograph, 7L22 Kinetic Chronograph, Alarm Chronograph and World Timer Chronograph.
- * Case: Stainless steel.
- * Glass: Non-reflective sapphire crystal.
- Band: Solid stainless steel bracelet. Three-fold clasp with push button
- * release. (Punched leather strap with original Sportura clasp for strap models.)
- * Water resistance: 10 bar water resistant
- Price: The suggested retail price will be approximately Euro 3,000 for
- * 9T82 Kinetic Chronograph, Euro 850 for 7L22 Kinetic Chronograph, Euro 500 for Alarm Chronograph and Euro 550 for World Timer Chronograph.
- * Marketed volume of 9T82 Kinetic Chronograph model will be limited to 1,500 pieces.
- * Market entry: Leading international markets from July 2004.