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## **SEIKO WATCH CORPORATION Team Partner agreement with B•A•R Honda F1 racing team**



SEIKO WATCH CORPORATION (President & CEO Shinji Hattori and headquartered in Minato-ku, Tokyo Japan) made a worldwide Team Partner agreement with the B•A•R Honda team, which has been making significant breakthroughs in the FIA Formula One World Championship.

Last year, SEIKO WATCH CORPORATION joined forces with F1 pilot, Mr. Takuma Sato to challenge and pursue "accuracy and quality," objectives similar to SEIKO's. Because F1 reflects the highest peak of innovative technology in motor sports, SEIKO has selected Mr. Sato as the company's image character in Japan to embody SEIKO's message: "Innovation & Refinement." This year, in addition to this partnership agreement, SEIKO signed a worldwide Team Partner agreement with the B•A•R Honda team.



The B•A•R Honda team entered the Formula One World Championship in 1999. It is just six years old, but it has already become one of the leading teams. The B•A•R Honda team finished second to Ferrari in the FIA Constructor's Championship with 119 points at the end of the 2004 season. Also, Jenson Button finished third in the FIA Drivers' Championship and Takuma Sato finished in eighth position. The B•A•R Honda team will be one of the most-watched F1 teams in 2005.

"SEIKO" was established in 1881, and for the last 124 years its business philosophy has been to "deliver precise time" while improving "accuracy and quality" on the worldwide stage. SEIKO has over 40 years of active involvement in sports timing and sponsorship since the 1964 Tokyo

Olympic Games, including 6 Olympic Games, 8 IAAF World Championships and many hundreds of other international events and sports from swimming to cycling and Paralympic events.

([http://www.seiko.co.jp/en/experience/sports\\_timing/1960.html](http://www.seiko.co.jp/en/experience/sports_timing/1960.html))

The agreement between the B•A•R Honda and the SEIKO Watch Corporation covers a 3 year period and represents SEIKO's first international involvement in Formula One racing. The B•A•R Honda team is confident of its performance for 2005 and the "SEIKO" logo will initially appear on the uniforms of the drivers. SEIKO will also supply the team with its leading-edge sports watch collection: Sportura. The drivers, Takuma Sato and Jenson Button will wear the very latest Kinetic Chronograph models, designed especially for motor sports.



For more information, please contact SEIKO Watch Corporation or visit B•A•R Honda's website.

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B•A•R Honda