

The Elite Collections: Extending the Horizons of Innovation & Refinement

The new SEIKO collection for 2005 marks a further extension of the Innovation & Refinement philosophy that has made SEIKO so successful since it was implemented in 2003. For the first time ever, in all the five Elite Collections, Premier, Vivace, Arctura, Sportura and Rivoli, SEIKO WATCH CORPORATION is launching new designs - a total of 55 new watches in these series alone. The Elite Collections are the flagship ranges within SEIKO, and their new models, along with their success in recent years, provide a strong platform for further widening of the SEIKO brand horizons.

Premier: Classic inspiration. Modern expression.

Premier is SEIKO's leading dress watch collection and the new 2005 collection, comprising 20 references, takes the classic dress watch to a new level of sophistication. With a total of 5 innovative calibers, Premier brings a new high level of modern functionality to the dress watch. Not only do all Premier watches have 10-bar water resistance and sapphire crystals but the collection's flagship encases a new and truly innovative caliber, Kinetic Perpetual, which is launched at Baselworld 2005. The cases are all steel and the bracelets are formed from solid steel links. Premier's quality of manufacture is expressed in every detail — like the classical buildings that inspired the design, Premier promises life-long performance and appeal. For more information concerning the Premier collection, please refer to the Premier press release.



SNP003 SUK001 SNA587 SNQ005 SXD677

Vivace: Purely, Simply, Vivacious

Vivace's design is uncomplicated and modern. The warm and gently curved shape makes Vivace the perfect companion for young women who seek practicality as well as relaxed styling in their watch. 14 new references make up the all-new 2005 collection, including three with alarm and chronograph features.



SNA898 SXGM40 SXD685 SXGM34

Arctura: The Signature of Kinetic

The highly successful Arctura series is updated for 2005. SEIKO's leading edge Kinetic technology is fused with aerodynamic design. The 7L Kinetic Chronograph is the emblem of the collection, providing high accuracy timing with no need to change a battery - ever.



SKA283 SNL025 SNG077

Sportura: All-star Chronographs

SEIKO's mastery of timing technology is plain for all to see in the new Sportura collection. Four unique calibers but one common focus: the precision timing of motor sports. The collection includes the 2005 Limited Edition Sportura. This Ultimate Kinetic Chronograph is hand-built within a black, ion-coated, steel case and bracelet, and is presented with a second attachment, a leather strap whose tough material and strong stitching evoke the steering wheel and gear stick of the very latest sports cars.



SNL029-2 SNA595 SNJ011



SLQ019J

Rivoli: In a Word, Imagination

The wave shaped case remains the motif for Rivoli, as new mesh bracelet models join the collection. Since 1987, Rivoli has set trends in watch design; the tradition continues in 2005, with five new models, one with diamond hour markers. In all the executions, the numerals float within the curved crystal to create an enchanting and ever-changing look.



SUJB69 SUJB65

The SEIKO 2005 collection is available on Stand A27 - Hall 1.0. For further information, please contact SEIKO WATCH CORPORATION, at Baselworld or at the address below.

All photography on the accompanying CD is available for media use without restriction.

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