

September 2005

## **SEIKO celebrates B · A · R Honda partnership with new Sportura watch design.**

In celebration of SEIKO's three year partnership with B · A · R Honda, SEIKO WATCH CORPORATION has announced the creation of a commemorative watch which links B · A · R Honda's excellence in Formula One racing to SEIKO's mastery of the manufacture of timepieces for sport.



**Sportura B · A · R Honda Edition - SNA633**

The new watch joins the already very successful Sportura collection, which is SEIKO's 'All-star Chronographs' range. Sportura was first created in 2000 and has established a strong identity in the world market as a supremely functional, legible and durable sports design. All Sportura watches are designed specifically for motor sport; all are chronographs, all have jet black dials with sharply contrasting white and colored hands and all have non-reflective sapphire crystals. The result is a watch that is easy to use and easy to read, even at high speeds.



**Sportura B · A · R Honda Edition - SNA633**

The new B · A · R Honda Sportura creation shares all these core attributes of the Sportura range, but also has its own unique identity. The black, olive, white and red livery of the B · A · R Honda team is reflected in every part of the watch design. The chronograph hands and sub-dial rims are in the distinctive red of the team emblem, and the deep black color of the bezel, dial and strap completes the B · A · R Honda identity. The tachymeter makes speed calculations simple and the chronograph times up to 60 minutes in 1/5 second increments. The leather strap has a unique woven pattern, reminiscent of the pattern of the carbon fiber utilized in Formula One cars and the crown and buttons are specially crafted with grooved milling for ease and certainty of use in even the most pressured situations.



**Event Venue**



Mr. Jenson Button & Mr. Takuma Sato



Mr. Jenson Button, Mr. Takuma Sato & Mr. Shinji Hattori

The B · A · R Honda Sportura chronograph will be released in September to the international market. The first two pieces were presented by the President and CEO of SEIKO WATCH CORPORATION, Mr. Shinji Hattori, to the B · A · R Honda team drivers, Takuma Sato and Jenson Button in London just before the British Grand Prix in July, at an event also attended by Mr. Nick Fry, CEO of B · A · R Honda and Mr. Yasuhiro Wada, President of Honda Racing. Also present were many of SEIKO's leading retail partners in the UK who were able to meet the B · A · R Honda team and drivers and to see the B · A · R Honda 2005 car. The event was held in the 'Imagination' building in London's West End.

### Specifications:

- \* Reference: SNA633
- \* 1/5 Second Alarm Chronograph: Caliber 7T62
- \* Chronograph up to 60 minutes in 1/5 second increments
- \* Split-time measurement
- \* Alarm / Dual time capability
- \* Accuracy: ± 15 sec. / month
- \* Battery Life: 3 years
- \* Case: Stainless steel with screw case-back & screw crown
- \* Glass: Anti-reflective sapphire crystal

\* Band: Leather strap

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\* Water Resistance: 10 bar (100 m)

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\* Price: The suggested retail price will be approximately € 500.

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