

## SEIKO Sportura Collection 'Revolution up' in the market

The 2006 edition of SEIKO's sports watch Collection, Sportura, is now being launched across all the major markets, an event marked in June by the presentation of the first Special Edition 9T Chronograph to Jenson Button.



David Innes  
(SEIKO UK)

Jenson Button  
(Honda Racing F1 Team)



**SEIKO Sportura SLQ021  
Ultimate Kinetic Chronograph  
Limited Edition**

On Wednesday 7th June, SEIKO UK hosted a launch event at the Kabaret Club, one of London's most celebrated night clubs. The launch of the new Sportura collection at this fashionable location was celebrated by over 100 guests, including the editors and writers from the leading media in the UK as well as a select gathering of SEIKO's best retail partners.

When presented with the latest Sportura 9T chronograph, Jenson Button paid tribute to the support that Seiko has given to the team and expressed his satisfaction with the performance of the watches that he and the whole Honda team now wear.

"Since SEIKO became part of the team, I have had the pleasure of wearing many different SEIKO watches, and each has been better than the last! This new one is the best yet, and I thank Seiko for building such a great watch for our team."

After the presentation, entertainment was the order of the day! A state of the art light system sent logos of SEIKO and Honda spinning round the room interspersed with specially

commissioned images of the Sportura collection and Jenson Button. The new watch collections were displayed centre stage, spot lit to great effect.

Similar events are now being held accross Europe, in the build -up to the Christmas campaign period, when Seiko Sportura will be the focal point of SEIKO's TV, magazine and other media campaign.

Sportura is already having a great season!

The chief guest was of course Jenson Button. He was presented with a sample of the 9T Limited Edition Sportura by David Innes.

Jenson also set the evening's best performance on a special racing car simulator although many guests tried hard to get within touching distance!



Jenson on a simulator