

The SEIKO Collection for 2006: A new manifestation of Innovation and Refinement.

In 2006, SEIKO celebrates its 21st year at the Baselworld Exhibition, and the occasion will be marked by the launch of the widest range of new products for many years.

The Elite Collections: The leading edge of SEIKO

In the Elite Collections of Sportura, Arctura and Premier, 4 new calibers are launched, and stylistic innovations also abound, in the first ever Sportura models for women, and the first ever automatic models in the Elite Collection. In terms of both technology and design, 2006 will be the year when the SEIKO creed of "Innovation and Refinement" finds its fullest expression yet.

Spring Drive. New creations for the second year.

The "quiet revolution" of Spring Drive gathers pace for 2006 with the release at Baselworld of no less than three new calibers, demonstrating SEIKO's determination to cement Spring Drive's position as one of the world's leading luxury watches. Pride of place goes to the remarkable Credor Spring Drive Sonnerie, a timepiece in which the unique glide motion hands and the delicate sound of a Japanese bell combine to create a unique, beautiful and almost serene representation of the natural flow of time.

The SEIKO Pavilion

The SEIKO pavilion in the Hall of Dreams has a new look for 2006, with Sportura in the spotlight. With high-performance motor sport as its sole inspiration, and with six chronograph calibers available in the collection, Sportura is surely the most powerful range of sports watches in the world today. This power is expressed in SEIKO's partnership with the Honda Racing F1 team, and the facade of the SEIKO pavilion for 2006 is a dramatic demonstration of the passion for precision, imagination and performance that SEIKO and Honda Racing F1 Team share. The front of the stand is a recreation of the team's pit-lane garage, where visitors to the SEIKO pavilion can experience the true atmosphere of Formula One and can follow, through an interactive console, the team's driver, Jenson Button, as he commentates his way around his four favorite Formula One circuits.

This dossier contains full details of SEIKO's 2006 Baselworld collection highlights, with individual descriptions of the following new products.

- Credor Spring Drive Sonnerie
- SEIKO Spring Drive GMT
- SEIKO Spring Drive Moon Phase
- SEIKO Sportura: Ultimate Kinetic Chronograph and Honda F1 Alarm Chronograph
- SEIKO Sportura: the new 1/100 and 1/1000 second Chronographs

Full details are available at SEIKO's global website, www.seikowatches.com, and from the SEIKO Pavilion in the Hall of Dreams, stand no. Hall 1.0 Stand A27