

## **SEIKO celebrates release of Sportura 1/100<sup>th</sup> second Chronograph at the Italian Grand Prix**

August 2006 saw the release into the market of the new Sportura 1/100th second chronograph, a watch designed expressly for the world of high-performance motor sport. This remarkable timepiece, like all models in the Sportura collection, is designed for speed. It has the iconic Sportura easy-to-read dial, a sleek aerodynamic contour and a unique dial layout, designed to help accurate times to be read easily and quickly, even at the race track.



**SEIKO Sportura SPC001**  
The stream-lined new profile of the 1/100 second Retrograde Chronograph, with the new attachment for a precise fit to the wrist.

SEIKO became a team partner of the Honda Racing F1 team at the start of the 2005 season and, soon after, made a second agreement with the team's lead driver, Jenson Button. In just 18 months, this relationship has prospered to the point where the Sportura Honda Racing F1 collection now forms a key part of the image of SEIKO. SEIKO's confidence in the team and the association is evident in the fact that SEIKO has already committed to support them in 2007.

And so it was that Monza, the last Grand Prix in Europe this season, was a natural choice as the location for the celebration of the consumer release of the new 7T82 caliber. Monza is famed as the fastest circuit on the F1 calendar and epitomizes all that is best in the sport: 80 years of unbroken tradition, a passionately enthusiastic ( and partisan!) crowd of over 300,000 over the weekend and a super-fast track where the cars reach over 330 kph!



**Mr. Hattori and Honda Racing F1 Team members**

The President of SEIKO Watch Corporation, Mr. Shinji Hattori, hosted 85 guests from 15 different European markets, and they were treated to a great weekend of racing, culminating in the Grand Prix itself, in which the Honda Racing F1 team distinguished themselves as the

only team to bring home 2 cars in the top 6, scoring 7 points in the constructors' championship. SEIKO's guests were also able to visit the pit-lane before the race and to attend a gala evening at which the team's management and the two drivers, Jenson Button and Rubens Barrichello were present.



**From left to right :**  
**Mr. Wada (Honda Racing Development),**  
**Mr. Hattori (President and CEO, SEIKO Watch Corporation),**  
**Mr. Fry (Honda Racing F1 Team)**

During the gala celebration the night before the race, Mr. Hattori and Mr. Kenji Hagiwara presented Sportura Chronographs to the CEO of the Honda Racing F1 team, Mr. Nick Fry and to the President of Honda Racing Development, Mr. Yasuhiro Wada.

With the release of the 1/100th second chronograph, the Sportua collection confirms its place as the most complete chronograph collection in the world, with no less than 6 different chronograph calibers available, quartz and Kinetic, analog and duo-display. This watch is the star of the new SEIKO TV and print campaign that will run this Autumn throughout Europe and other selected world markets.

### **SEIKO Sportura 1/100<sup>th</sup> second Chronograph Specifications:**

Case:	Stainless steel with screw case back
Glass:	Sapphire crystal
Band:	Solid stainless steel with three-fold clasp with push button release (SPC001) Patterned leather strap with specially designed solid stainless steel buckle (SPC003)
Water resistance:	10 Bar

### **Caliber Details:**

#### **1/100 second retrograde chronograph caliber, 7T82**

- 3 hands with calendar
- 1/100 second hand
- 1/10 second hand
- 40-minute retrograde chronograph hand
- Chronograph to 120 minutes in 1/100 second increments
- Lap time and demonstration function on demand