

Thursday 12th April, 2007

SEIKO in 2007 Innovation and Refinement

At Baselworld 2007, SEIKO Watch Corporation is proud to present an entirely new collection brimming over with new technologies, new designs and new marketing ideas. No less than 80 new SEIKO watches will be unveiled, incorporating no less than six new calibers, all showcased in a brand new global advertising campaign.

Velatura: A new Elite Collection

SEIKO is introducing a new collection of marine watches at Baselworld 2007. Velatura is a new name, a new design and a new range of eleven timepieces, all built for life on the open ocean.

The Elite Collections

In addition to Velatura, new technologies and designs grace the 2007 Premier, Sportura and Arctura lines. These four Elite Collections are now the established stars of the SEIKO brand and express the true personality of SEIKO.

Spring Drive

The momentum of "The Quiet Revolution" of Spring Drive is increasing, and Baselworld 2007 sees the launch of the much demanded Spring Drive Chronograph, the only chronograph in the world to measure elapsed time in glide motion. In addition, two new G.M.T. watches are added, bringing the total number of models in the Spring Drive collection to twelve.

Press Information

This dossier contains information on SEIKO's exhibition stand and all SEIKO's creations for Baselworld 2007 in both printed and electronic form.

The specific products featured are:

- Spring Drive Chronograph
- Spring Drive G.M.T.
- Velatura
- Kinetic Direct Drive
- Sportura Honda Racing F1 Model
- Premier
- Electronic Ink Watch for women

These details are also available on SEIKO's global website www.seikowatches.com and from the SEIKO Pavilion in the Hall of Dreams, stand A27