

Thursday 12th April, 2007

**Sportura 2007. Shape for speed.  
Perfect for the Honda Racing F1 Team**

For 2007, the Sportura collection welcomes six new models, all chronographs and all with the attributes of legibility, ease of use and powerful design that are the hallmark of Sportura. This year, the focus is on the engineering details. Every crown, every hour marker and every dial evokes the world of high-performance motor sport and the cases and bracelets are more streamlined and easy to wear than ever. In Sportura 2007, aerodynamics meets ergonomics.

**The Honda Racing F1 collection**

SEIKO continues to sponsor the Honda Racing F1 Team and the F1 driver Jenson Button in 2007. Two Honda Racing F1 models are being introduced.

**The 1/100 second Retrograde Chronograph**

As a new season starts for Honda Racing F1, two new Sportura models join their team. For the first time, the 1/100 second analog chronograph carries the Honda livery in a remarkable execution that has a new urethane strap whose sleek design mirrors the tread pattern of the rain tires used on the team's cars in the wet.



**The 1/100 second Retrograde Chronograph in Honda Racing F1 livery.  
SPC009**

**The Ultimate Kinetic Chronograph**

However, the star of the 2007 Honda collection is unquestionably the Limited Edition Kinetic Chronograph. With its five window layout, the 9T82 Ultimate Kinetic chronograph movement remains unique. Each function is separately displayed so that the time of day and the chronograph can be read simply and instantly, even at high speed. The case is crafted from steel with black ion surfacing and the bracelet is of steel and carbon fiber.



**The Sportura  
Ultimate Kinetic Chronograph**  
The F1 Driver Jenson Button's selection for 2007  
**SLQ023**

The legibility is maximized with the use of crystals above each of the 5 sub dials as well as across the whole dial. Through the sapphire case back, the Kinetic rotor is visible, as is the engraving which echoes the shape and look of the disc brakes on the high performance sports car.



Limited edition of 750

This chronograph is the choice of Jenson Button, SEIKO's sports ambassador, and will be available in a limited edition of just 750, each one offered with a certificate of authenticity signed jointly by the President of SEIKO Watch Corporation and the head of the Honda Racing F1 team.

**Sportura 1/100 second Retrograde Chronograph (SPC)**  
Caliber 7T82

- Case: Stainless Steel + Black IP
- Band: Urethane
- Glass: Sapphire crystal with anti-reflective coating
- Water resistance: 10 Bar
- Retail Price: The recommended retail price in Europe will be approximately €600

**Sportura Ultimate Kinetic Chronograph (SLQ)**  
Caliber 9T82

- Case: Stainless Steel + Black IP
- Band: Stainless Steel + Carbon Fiber with three fold clasp with push button release
- Glass: Curved Sapphire crystal
- Case back: See through case back with Sapphire crystal
- Water resistance: 10 Bar
- Retail Price: The recommended retail price in Europe will be approximately €4500