

Thursday 12th April, 2007

4 new calibers add inner strength to the refinement of the Premier Collection

The SEIKO Premier collection was a star performer among SEIKO's Elite Collections in 2006. By combining classically refined inspiration with subtly modern expression, Premier has established itself as SEIKO's leading dress watch collection.

For 2007, Premier's appeal is further enhanced by the addition into the collection of no less than 4 new calibers. Premier today is as strong in technology as it has always been outstanding in design.



4 new calibers are introduced to Premier,
Kinetic Chronograph, Kinetic Direct Drive, High Quality Automatic, and World Timer
SNL041 SRG003 SPB011 SPL010

Classic Inspiration, Modern Expression

The Premier design is inspired by the eternal beauty of neo-classical architecture. Each Premier case has the solidity and grace of a Palladian villa and each dial has a depth of sculpted detailing that draws its inspiration from the architraves of a Greek temple. However, these classical features are also expressed with a modern flair. Premier is classical yet modern, reverential yet bold, restrained yet eye-catching.



The new Premier case draws inspiration from classical architecture

A new breadth of technology

The 2007 Premier collection has four new calibers and its appeal will thereby be broadened across the full spectrum of watch enthusiasts. The Kinetic Chronograph and the World Timer bring high functionality to the line, the new high quality automatic movement re-enforces its classic appeal and the remarkable new Kinetic Direct Drive caliber turns Premier into one of the most technologically advanced design series in the world.

The Premier Kinetic Direct Drive is a masterpiece of understated design. Its classical good looks are complemented by the unique Kinetic Direct Drive movement which combines its accuracy with a hand winding capability. Kinetic Direct Drive is the technical expression of the promise of Premier; it is classical in that the watch can be wound by hand or by wrist movement, yet, at the same time, it is modern in that this human, kinetic energy powers the most advanced electronics. Kinetic Direct Drive and Premier are the perfect harmonisation of form and function.



Kinetic Direct Drive

Classic looks fused with the most advanced watch technology in the world.

SRG001

The **Kinetic Chronograph** is a remarkable fusion of high performance and refined design. The restrained good looks of the watch belie the power of the 45 minute chronograph and, on a bracelet or leather strap, the result is a beautiful chronograph of quiet but exquisite taste.

Kinetic Chronograph

Neo-classical design meets the world's most advanced chronograph

SNL039



New Calibers :

Kinetic Direct Drive, Caliber 5D22

- Hour, minute and second hands with date calendar,
- Direct Drive indicator hand
 - Power reserve indicator function (fully charged to 1 month)
 - Real-time power indicator function showing the generated power status
- Hand winding capability

High quality mechanical, Caliber 6R15

- Hour, minute and second hands with calendar
- 23 jewels
- 168 parts
- Hand winding capability
- Engraved rotor

Specifications:

Caliber 5D22(SRG)

- Case: Stainless Steel
- Band: Stainless Steel (SRG001) with three fold clasp with push button release,
Leather strap (SRG003/001-2)
- Glass: Sapphire crystal

- Water resistance: 10 Bar
- Retail Price: The recommended retail price in Europe will be approximately €740-780

Kinetic Chronograph(SNL)

Caliber 7L22

- Case: Stainless Steel
- Band: Stainless Steel (SNL039/041/042) with three fold clasp with push button release, Leather strap (SNL041-2)
- Glass: Sapphire crystal
- Water resistance: 10 Bar
- Retail Price: The recommended retail price in Europe will be approximately €660-750

High quality mechanical (SPB)

Caliber 6R15

- Case: Stainless Steel
- Band: Stainless Steel (SPB007/009) with three fold clasp with push button release, Leather strap (SPB011)
- Glass: Sapphire crystal
- Water resistance: 10 Bar
- Retail Price: The recommended retail price in Europe will be approximately €750-800

World Timer (SPL)

Caliber 5T82

- Case: Stainless Steel
- Band: Stainless Steel with three fold clasp with push button release(SPL009/010), Leather strap (SPL011)
- Glass: Sapphire crystal
- Water resistance: 10 Bar
- Retail Price: The recommended retail price in Europe will be approximately €470-560