

## **SEIKO Velatura launched at the ISAF World Championships in Cascais, Portugal**

The 2007 ISAF World Sailing Championships in Cascais finished on a high note with a thrilling contest for the medals in the 49er Class. After 16 days of competition between 1,300 sailors from 76 nations, the Championships proved to be a stunning success, having attracted more competitors and more media interest than any other event in the sailing calendar.



**81 of the world's leading 49er sailors competed in Cascais, with Olympic qualification at stake as well as the title of World Champions.**

The Championships were also the first global event in which the partnership between SEIKO and the 49er Association was in public view. Each of the 81 49er boats carried SEIKO branding and many flew spinnaker sails with SEIKO Velatura on prominent display. SEIKO's support to the 49er Association also made possible the supply to many of the sailors of the sailing vests they need for such competitions and the organization of the first SEIKO 49er Sailing Clinic, an event held in the lead-up to the Championships and designed to attract new sailors to this most dynamic and exciting of Olympic classes.

SEIKO Watch Corporation also used the event for the consumer launch of Velatura, its new collection of sailing watches. Not only did the gold, silver and bronze medal winners receive Velatura watches as prizes, but the collection was on display in selected retail stores throughout the town.



**The SEIKO Velatura Yachting Timer SPC007**

The Velatura collection is now being launched throughout the world and will form the centerpiece of SEIKO's 2007 advertising campaign, with a strong media campaign in print and in broadcast media, starting during the autumn.

At a dinner jointly hosted by SEIKO Watch Corporation and the 49er Association, Mr. Wakuyama, the Executive Director and COO of SEIKO Watch Corporation said, *"As we all saw today, the 49er is a remarkable boat and, once you have seen it fly through the water, it is not surprising that it is such a fast growing class. I would like to thank its Association President, Malav Shroff and his colleagues, for their vision and determination which has allowed us to create a new type of sailing sponsorship."*



**SEIKO supports the 49er Association with sails and other equipment as well as with finances to ensure the future growth of the class.**

The focus of the 49er Class now moves to Marsala in Sicily where the European Championship will take place in September. Once again, SEIKO will be prominently involved and will be providing further support, both financial and in the form of equipment, to help accelerate the growth of the 49er Class.













A SEIKO Velatura spinnaker brought home the winners of the medal race, Morgan Larson and Pete Spaulding, from the USA.



SEIKO Velatura watches were presented to the 6 medalists.  
 Left: Stevie Morrison and Ben Rhodes, the Gold Medalists.  
 Right: All 6 medalists, with their Velatura watches.

Results of 49er Class

1		GBR 3	MORRISON, Stevie	BEN, Rhodes
2		AUT 15	DELLE KARTH, Nico Luca Ma	NIKOLAUS, Leopold Resch
3		AUS 6	OUTTERIDGE, Nathan	BEN, Austin
4		ITA 13	SIBELLO, Piero	GIANFRANCO, Sibello
5		USA 11	LARSON, Morgan	PETE, Spaulding
6		ESP 8	ALONSO, Federico	ARTURO, Alonso
7		FRA 39	LAGRAVIERE, Morgan	STÉPHANE, Christidis
8		DEN 16	WARRE, Jonas	MARTIN, Kirketerp
9		GBR 1	DRAPER, Chris	SIMON, Hiscocks
10		ESP 10	MARTINEZ DE LIZARDUY, Iker	XABIER, Fernandez