

Thursday 3<sup>rd</sup> April, 2008

## SEIKO Sportura. The motorsport specialist collection

Perhaps uniquely in the world, SEIKO Sportura is a collection that comprises only chronographs and is dedicated to just one sport: motor racing. Thanks to SEIKO's unrivalled mastery of the technology of elapsed time measurement, Sportura can offer a wide range of chronographs, both quartz and Kinetic, each with different features and characteristics. Within the Sportura collection, motor sports enthusiasts can find the functions that fit their individual needs, from a 1/100th second analog quartz chronograph to a 12 hour Kinetic Chronograph.

For 2008, the choice of chronographs is widened yet further by the addition of an entirely new double retrograde caliber, and a delightful series of chronographs for women. And SEIKO's support of the Honda Racing F1 Team is celebrated in a new watch that proudly bears the team livery and which will be worn by the team during the 2008 season.



SEIKO Sportura Double Retrograde Chronograph  
SPC039-2    SPC039

5 hour timing with a unique double retrograde display.

---

### SEIKO WATCH CORPORATION

International Advertising Dept.

2-1, SHIBAURA 1-CHOME, MINATO-KU, TOKYO 105-8467, JAPAN

Telephone: +81-3-6401-3478 Facsimile: +81-3-6401-3540 <http://www.seikowatches.com>

### The new Double Retrograde Chronograph

This caliber presents elapsed time in a uniquely legible style, so that the immediacy and emotion of motor racing can be enjoyed to the full. The hands are designated by color; orange for the 3 chronograph hands and white for the 3 time-of-day hands. There are two dials for elapsed time minutes; at the 12 o'clock position is a 10 minute display for taking lap or short interval times, and, at the 6 o'clock position, is a 100 minute dial. Each minute is tracked on the upper dial until 10 minutes have elapsed, at which time it automatically re-starts and the lower dial hand moves to indicate that 10 minutes have elapsed. Up to 5 hours can be measured, all to increments of 1/5th second.



The unique profile of Sportura.

It is not only the caliber that has been designed for motor sport. The dial is laid out like the instrument panel of a high performance car, with the grey inset dials providing a high contrast backdrop against which the orange hands can easily be seen. The sapphire crystal has Sportura's signature anti-reflective coating to minimise glare, the uniquely shaped buttons ensure precision timing and the double-flexed strap attachment allows the watch to sit comfortably on the skin or outside a racing suit. Viewed in profile, every aspect of the watch, the case, the attachment parts and the buckle speak of speed and custom design. The Sportura Double Retrograde Chronograph is truly fit for purpose.

---

#### SEIKO WATCH CORPORATION

International Advertising Dept.

2-1, SHIBAURA 1-CHOME, MINATO-KU, TOKYO 105-8467, JAPAN

Telephone: +81-3-6401-3478 Facsimile: +81-3-6401-3540 <http://www.seikowatches.com>

## The SEIKO Sportura Collection for women



SEIKO Sportura women's Chronograph  
SNDZ43      SNDZ45

The design of the case and strap pays homage to the 11 diamonds on the dial.

Two new chronographs join the Sportura 2008 series for women. The design is robust, and the signature functions of Sportura are all embodied in these beautiful watches: 10 bar water resistance, sapphire crystals with anti-reflective coatings and screw lock crowns and case backs. However, in addition to high function, these new creations offer an elegance rarely seen in a sports watch. The elegance flows from a special design theme; the diamond. Not only do 11 diamonds mark the hours, but the buttons and bezel are cut into diamond shapes and even the stitching on the leather straps expresses the diamond theme. Beauty and function are fused in a way that only Sportura can offer.



The diamond motif is carried through to the bezel and button design.

## SEIKO WATCH CORPORATION

International Advertising Dept.

2-1, SHIBAURA 1-CHOME, MINATO-KU, TOKYO 105-8467, JAPAN

Telephone: +81-3-6401-3478 Facsimile: +81-3-6401-3540 <http://www.seikowatches.com>

## The SEIKO Sportura Honda Racing F1 Team watch



### SEIKO Sportura Alarm Chronograph Honda F1 Model SNAC03

Steel, aluminium, carbon fiber and urethane all contribute to the 2008 Honda F1 design.

Now in its fourth year, SEIKO's partnership with the Honda Racing F1 Team has brought great benefit to both parties. The team has enjoyed not only SEIKO's financial support, but also the very latest Sportura watches, which SEIKO donates to all the team members. And SEIKO has learned, at first hand, what an F1 team really needs from a watch. The 2008 Honda Racing F1 watch brings all this together in a high-spec chronograph that delivers what the sport demands.

---

#### SEIKO WATCH CORPORATION

International Advertising Dept.

2-1, SHIBAURA 1-CHOME, MINATO-KU, TOKYO 105-8467, JAPAN

Telephone: +81-3-6401-3478 Facsimile: +81-3-6401-3540 <http://www.seikowatches.com>





The watch's construction brings together four different materials, all of which are used in the F1 world: stainless steel and aluminium lend strength to the case, carbon fiber brings lightness and legibility to the dial, and urethane provides the flexibility and ease of use that the pit-crew ask for in the strap. The Sportura Honda Racing F1 chronograph cannot make the car go faster, but it can do almost everything else!

Jenson Button, SEIKO's Sportura ambassador.



Jenson Button

Rubens Barrichello



Jenson's F1 car, number 16

SEIKO WATCH CORPORATION

International Advertising Dept.

2-1, SHIBAURA 1-CHOME, MINATO-KU, TOKYO 105-8467, JAPAN

Telephone: +81-3-6401-3478 Facsimile: +81-3-6401-3540 <http://www.seikowatches.com>

