

Thursday 3rd April, 2008

**The 2008 Premier Collection.
New expressions of a classical inspiration.**

Premier is SEIKO's leading dress watch collection, and has been a consistent success over many years in all the world's markets. Its appeal is centred on the fusion of the modern with the classical; some of the most advanced calibers in the world are housed within designs that are created on the principles and proportions of classical architecture. Each Premier watch is a modern expression of a classical inspiration.



SEIKO Premier Collection

**Kinetic with
Retrograde Day indicator
SNR005**

**Kinetic Direct Drive
SRH007**

**Kinetic Perpetual
SNP022**

**Women's with
small second hand
SRKZ96**

15 new models and 3 new calibers join the Premier collection in 2008.

For 2008, the Premier collection takes another important step forward with the addition of 15 new models, each of which has a newly refined case design. The new Premier collection also includes two new calibers, all of which perfectly express SEIKO's certainty that today's consumers seek only those new technologies that are relevant to their real needs and provide advantages that truly bring an emotional satisfaction. These new calibers embody what SEIKO calls 'emotional technology'.

It is the most important new Premier release in several years and SEIKO confidently expects that Premier will be one of the stars of 2008.

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The new Premier Kinetic Perpetual



SEIKO Premier Kinetic Perpetual SNP023

The felicitous marriage of SEIKO Kinetic's longevity and a perpetual calendar, accurate to February, 2100.

The 7D56 caliber is launched at Baselworld 2008 in the Premier collection. It provides the unique combination of a Perpetual Calendar with SEIKO's Kinetic Auto-Relay function. The watch provides one-second-a-day accuracy and displays a self-correcting calendar with day, date, month and leap year indicators, and, new for 2008, the leap year indicator has been integrated into the month display. Like all SEIKO Kinetic watches, the new 7D56 caliber generates its own electricity from the wearer's movement and this Kinetic energy provides all the power the watch needs. Furthermore, when not worn for 24 hours, the watch goes into 'sleep' mode and the hands stop moving, thus conserving energy and allowing it to remain fully accurate for up to four years. When the watch is put on again, the hands return automatically to the correct time. And even when in 'sleep' mode, the calendar displays the correct day, date, month and year. Perpetual energy, perpetual accuracy, and a perpetual calendar correct to the year 2100 combine to make this a truly remarkable timepiece.

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The exterior design for 2008 has subtle but significant refinements. The case opening is 1mm larger, giving all the dial elements more space and more elegance and the sides of the case itself are more rounded, to allow the watch to sit more comfortably on the wrist. The contrast of the hands and the dials has been increased and the asymmetry of the hour markers provides the individual touch that makes Premier a unique interpretation of the classical.

The new Kinetic Day Retrograde



SEIKO Premier Kinetic with Retrograde Day Indicator SNR001

A 6 month power reserve and a retrograde day-of-the-week display combine to deliver another Premier classic.

The second new caliber to grace the 2008 Premier Collection is a Kinetic movement with a retrograde day of the week display at the 5 o'clock position. The caliber provides a remarkable 6 month power reserve when unworn and has an energy depletion alert and a power reserve indicator, which is activated by the button at the two o'clock position. The caliber was designed, as are all SEIKO's new movements, with the principle of 'emotional technology' in mind. The addition of the retrograde day indicator to the Kinetic function provides a reassuringly human dimension to this high-technology timepiece. It not only measures time accurately, it presents the rhythm of time in a human and accessible way.

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The Premier Collection for women



SEIKO Premier women's SRKZ93

The asymmetrical roman numerals and curved sapphire create the trademark individuality of Premier.

Four new watches are added to the collection, each with a delicately curved sapphire glass and a second hand sub-dial at the six o'clock position. As with every Premier timepiece, the dial has a stepped, architectural construction and the asymmetrically sized roman numerals provide the individual 'twist' of Premier to the classical style. Each of the four has its own design attributes, but the leading advertised model has a diamond-encrusted bezel and a delicate mother-of pearl inner dial.

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SRKZ95

SEIKO Premier women's
SRKZ93

SRKZ98

SRKZ96

New Calibers :

Kinetic Perpetual Caliber 7D56

- 24 hour hand, hour hand, minute hand and second hand
 - Calendar display (leap year hand, month hand, date disk)
 - Perpetual Calendar (once set, the calendar requires no adjustment up to February 28, 2100)
 - Power save function
 - Time relay function for approximately 4 years when fully charged.
 - Energy duration 6 months
- * The watch automatically goes into power save mode when the generating system remains inactive for approximately 24 hours.

Kinetic with Retrograde Day Indicator Caliber 5M54

- Automatic power generation
- Hour hand, minute and second hands with calendar
- Day calendar display
- Power reserve indication function at the press of button
- Energy duration : 6 months

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Specifications :

Kinetic Direct Drive Caliber 5D44 (SRH)

- Case : Stainless Steel
- Band : Stainless Steel (SRH007) with three-fold clasp with push button release
Leather Strap (SRH009) with three-fold clasp push button release
- Glass : Sapphire crystal
- Water resistance : 10 Bar
- Screw caseback
- The recommended retail price in Europe will be approximately Euro780-820

Kinetic Perpetual Caliber 7D56 (SNP)

- Case : Stainless Steel
- Band : Stainless Steel (SNP019/021/022) with three fold clasp with push button release
Leather Strap (SNP023/025) with three fold clasp with push button release
- Glass : Sapphire crystal
- Water resistance : 10 Bar
- Screw caseback
- The recommended retail price in Europe will be approximately Euro700-770

Kinetic with Retrograde Day Indicator Caliber 5M54 (SRN)

- Case : Stainless Steel
- Band : Stainless Steel (SRN001/003/004) with three-fold clasp with push button release
Leather Strap (SRN005) with three-fold clasp with push button release
- Glass : Sapphire crystal
- Water resistance : 10 Bar
- Screw caseback
- The recommended retail price in Europe will be approximately Euro530-590

Small second hand Caliber 6G28 (SRK)

- Case : Stainless Steel with 30 diamonds on the bezel (SRKZ93)
Stainless Steel (SRKZ95/96/98)
- Band : Stainless Steel (SRKZ93/95/96) with three-fold clasp with push button release
Leather Strap (SRKZ98) with three-fold clasp with push button release
- Glass : Sapphire crystal
- Water resistance : 10 Bar
- Mother of pearl Dial (SRKZ93)
- The recommended retail price in Europe will be approximately Euro340-580

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