

May 2008
Ref. RLS0805-01R

More acclaim for SEIKO Spring Drive

Since its launch in 2005, SEIKO Spring Drive has garnered a wide range of awards for its innovative technology and its superior design, including the prized "Watch of the Year" award from the world's leading watch website, Timezone.com.



SEIKO Spring Drive Moon Phase
SNR011, the winning entry in the 5,000 Euro category.

Now, Spring Drive has received the "Golden Balance Wheel" award in Germany. This prize has been awarded every year since 1998 by readers of Uhren-Magazin, one of Germany's leading watch publications and is notoriously hard to win, as there were no less than 449 contenders submitted by the world's leading watch makers! The awards are made in each of 5 price categories, with Spring Drive winning the 'Up to €5000' section.

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The competition was in two parts:

First, readers of Uhren-Magazin were allowed to cast one vote each for their choice of "World's best watch 2008". From this selection, the top 10 in each price range went forward to round two. This second and final selection was made by an on-line ballot among the wider public; votes were invited from visitors to the website of the esteemed weekly magazine, Focus.

Over 12,000 registered users cast their votes on this site in December 2007 and January 2008, and the winners were declared just a few weeks ago.

Spring Drive was the clear winner in its category, defeating entries from Glashütte, Omega, Panerai, Rolex and others. The winning entry features the Moon Phase, a caliber of Spring Drive which perfectly expresses the profound harmony between the glide motion of the hands and the continuous motion of the planets.

More new Spring Drive creations were recently unveiled at the 2008 Baselworld Show. Perhaps these, too, will see further awards for this remarkable new technology in 2009.



The award was presented by Focus and Uhren-Magazin to Mr. Frank Deckert, Manager of Sales and Marketing at Seiko Deutschland.

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Spring Drive Moon Phase 2008

This year the second generation of Spring Drive Moon Phase will be launched worldwide. The first generation proved to be the most demanded design and of course sold out.

The harmony of the glide motion of Spring Drive with the motion of the planets as symbolised by the moon phase dial creates a magical experience of the passage of time, while the mystery of planetary motion finds new expression in this exquisite new interpretation for 2008.



The Spring Drive Moon Phase SNR017
Limited edition of 200

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The circular nature of Spring Drive is expressed in the pattern of the movement engraving, symbolizing the continuous motion of the moon across the skies

Spring Drive Moon Phase SNR017

- Caliber 5R67
- Case : Stainless steel, Ø 42.3mm
- Band : Genuine leather (crocodile) strap with stainless steel buckle
- Glass : Sapphire crystal with anti-reflective coating
- Water resistance : 10 bar
- Engraved rotor on movement
- See-through caseback with sapphire crystal
- The recommended retail price will be approximately Euro4,900 (tax included)
- Limited edition of 200

Caliber 5R67

- Hour, minute and second hands with calendar
- Moon phase indicator
- Power reserve indicator
- 30 jewels
- Movement diameter : 30.0 mm
- Movement thickness : 6.0 mm
- 288 parts
- Power reserve : 72 hours

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