

January 2008

## **SEIKO renews sponsorship agreement with Honda Racing F1 Team & Jenson Button**

In January 2008, SEIKO Watch Corporation and the Honda Racing F1 Team renewed their sponsorship agreement. The partnership began at the start of the 2005 season and will now continue through until December 31, 2008.

The agreement is wide-ranging. In addition to financial support, SEIKO will produce special models for that carry the team colors and emblem, and will also supply the Honda Racing F1 Team with Sportura watches for the race and test crews. This interaction is an important part of SEIKO's development programme for future Sportura watches, as the team's feedback and suggestions are vital to the creation of future generations of SEIKO's leading-edge chronograph collection.



**SEIKO Sportura Honda Racing F1 Model  
Ultimate Kinetic Chronograph  
Limited Edition**

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### SEIKO WATCH CORPORATION

International Advertising Dept.

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The agreement also renews the special partnership between SEIKO and Jenson Button. Jenson has been a SEIKO fan since day one and his already considerable collection of Sportura watches will no doubt increase further in 2008. SEIKO is proud to have Jenson as its ambassador for the entire Sportura collection, and Jenson will continue to feature in SEIKO's Sportura advertising, both in print and broadcast media in 2008.



Jenson Button,  
ambassador of SEIKO Sportura



SEIKO Sportura Honda Racing F1 model  
1/100 sec. Retrograde Alarm Chronograph

SEIKO will again embrace the "Earth Dreams" initiative launched by Honda Racing. In 2007, SEIKO contributed, both directly and via sales of its Honda Racing watch collection, to the environmental fund established by Honda Racing. In line with its global aim of leading the watch industry in environmentally-sustainable watch production, SEIKO will join Honda in seeking to promote environmental awareness and good practice, and will lend whole-hearted support to the "Earth Dreams" project.

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Commenting on the new agreement, Mr. Nick Fry, the Managing Director of Honda Racing F1 said:

"We are delighted to extend our agreement with SEIKO and we look forward to working with SEIKO on the development of marketing programmes and new watches for the team. We have high hopes for the 2008 season and we look forward to success for the team on the track and success for SEIKO and its great Sportura collection."

Mr. T. Wakuyama, Executive Director and COO of SEIKO Watch Corporation said:

"The partnership between the Honda Racing F1 team and SEIKO has proven to be one of the most potent and creative relationships we have ever had in sport. The uniquely high demands of a top F1 team have allowed us to create uniquely high-spec chronographs for the team and we are proud to offer them to fans of the Honda team and F1 worldwide."



SEIKO logos on Jenson's helmet and the lollipop

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