

March 26, 2009

## **SEIKO Premier, 2009. A new generation of modern classics.**

The 2009 Premier Collection takes dress watch refinement to a new level. With two new calibers and no less than 18 new creations, the Premier collection is stronger than ever, reflecting its ever-growing international popularity. With its subtle new design accents, the classic Premier look is refreshed and refined for 2009.

### **The Kinetic Direct Drive Moon Phase.**

The Kinetic Direct Drive Moon Phase is the undoubted star. The appeal of this beautiful new timepiece lies in the harmony between the eternal motion of the planets and the perpetual energy of Kinetic. The leading edge modernity of Kinetic Direct Drive fuses perfectly with the most traditional of time indicators, the moon phase. The new movement was designed from the very start to allow a sober and clear presentation of the time and a quite remarkable ease of use: all the time and calendar functions are operated by the single crown, and the same crown allows the wearer to add power to the watch and see, in real time, the power that is being generated. With the day and 24 hour indicators combined in the 6 o'clock dial, and the two power reserve functions presented in just one fan-shaped dial at 9 o'clock, the high functionality is unobtrusive but immediately accessible, and the classic, traditional feeling of Premier is preserved. Could this be the most elegant expression yet of SEIKO's vision 'emotional technology'?



The Kinetic Direct Drive Moon Phase  
Day, date, and power reserve are all accessed though just one crown



**The new Chronograph Perpetual**

To combine a full function alarm chronograph with a perpetual calendar was an irresistible challenge, but to achieve it in a watch that retains the ease of use and classic appeal of Premier is a very considerable achievement. The key to the success is the dual function of the center hand. It indicates the date, month and leap year in the time of day mode and seconds in the chronograph mode, thus leaving the dial clean and easy to read. Once again, the very highest timekeeping technology is presented with a classic, restrained demeanor. This is the very essence of SEIKO Premier.

The Premier Chronograph Perpetual.  
Dramatic functionality with restrained refinement.

**The new Premier collection for women**

The Premier women's collection has long been a success. The Premier design ethos combines sobriety and classicism with a modern inventiveness that is perfectly expressed in the seven new creations for 2009. With diamonds or without, every Premier women's watch is as practical as it is elegant, with 10 bar water resistance, curved sapphire crystals and cabochon crowns.



44 diamonds and a classic refinement



Art Deco inspires the curved profile

New calibers:

Caliber 5D88 Kinetic Direct Drive Moon Phase

Hour, minute and second hands

Day, date and 24-hour hands

Phase of the moon indicator

Direct drive indicator for real-time power generation and power reserve

Power reserve of one month

Hand winding capability

12 jewels

Caliber 7T86: Chronograph Perpetual

Hour, minute and second hands

Calendar hand for date, month and leap-year indication

Retrograde day indicator

Perpetual calendar up to February 28, 2100

Chronograph in 1/5-sec increments up to 24 hours

Split time measurement function

Single-time alarm in 24 hours

## Specifications:

## Kinetic Direct Drive Moon Phase

Caliber 5D88

Case: Stainless steel

Band: Stainless steel with three-fold clasp with push button release (SRX001)

Leather strap with stainless steel three-fold clasp with push button release (SRX003/004)

Glass: Sapphire crystal

Water resistance: 10 bar

Approximate recommended retail price in Europe: Euro 1080-1150

## Chronograph Perpetual

Caliber 7T86

Case: Stainless steel

Band: Stainless steel with three-fold clasp with push button release (SPC051/052)

Leather strap with stainless steel three-fold clasp with push button release (SPC0053/054)

Glass: Sapphire crystal

Water resistance: 10 bar

Approximate recommended retail price in Europe: Euro 560-630

## Alarm Chronograph

Caliber 7T62

Case: Stainless steel

Band: Stainless steel with three-fold clasp with push button release (SNAD25/D27/D28)

Leather strap with stainless steel three-fold clasp with push button release (SNAD29)

Glass: Sapphire crystal

Water resistance: 10 bar

Approximate recommended retail price in Europe: Euro 510-560

## Women's oval case

Caliber 1N01

Case: Stainless steel with cabochon crown

Band: Stainless steel with three-fold clasp with push button release (SXGN63/N64)

Leather strap with stainless steel three-fold clasp with push button release (SXGN65)

Glass: Curved sapphire crystal

Water resistance: 10 bar

Approximate recommended retail price in Europe: Euro 380-440

## Women's round case with small second hand

Caliber 6G28

Case: Stainless steel with 30 diamonds on the bezel plus 14 on the dial and cabochon crown (SRKZ81)

Stainless steel with 14 diamonds on the dial and cabochon crown (SRKZ83/84)

Stainless steel case with 30 diamonds on the bezel, mother-of-pearl dial and cabochon crown (SRKZ86)

Band: Leather strap with stainless steel three-fold clasp with push button release (SRKZ81/Z83/Z84)

Stainless steel bracelet with three-fold clasp with push button release (SRKZ86)

Glass: Curved sapphire crystal

Water resistance: 10 bar

Approximate recommended retail price in Europe: Euro 470-750