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Sportura: Engineered for the new road ahead

Since 2000, Sportura has been the flagship design for SEIKO's sports watches and its global success has made it an icon among lovers of motorsport. With its wide range of chronographs, both quartz and Kinetic, Sportura has always offered high-function, high-utility sports watches to those who love the freedom, speed and thrill of the open road.

In 2009, the entire Sportura collection has been refined and re-engineered. The iconic design elements that form the unique character of Sportura are retained: the jet black dials, 10 bar water resistance, high-legibility sapphire crystals and the red and orange color accents all remain, but are all expressed in a new, more refined design that speaks as much of the world of Gran Turismo as it does of the F1 pit lane.

The new collection comprises 9 new creations, using both quartz and Kinetic calibers and including, for the first time, a Kinetic Direct Drive creation that will be the leading model in the communication program for 2009.



The new Sportura Kinetic Direct Drive.
Generate your own electricity, and see it power your watch in real time.

Precision timing, even at high speed!

On the autobahn or on the race track, a true motor sports watch needs to deliver precise information at a glance with maximum ease of operation. The new Sportura range was designed with these challenges to the fore. On the chronograph models, the buttons are extended around the case for simple one-touch operation and the color accents provide a clear visual separation of the time of day and the chronograph data. The new crown is inspired by the grace of an alloy wheel on a GT roadster, and is shaped with deeply cut grooves to ensure precise operation. Most importantly, the dials on every model are easy to read, even at an oblique angle, thanks to the anti-reflective coating on the sapphire crystals and the high contrast between the hands and the jet black dials.



The new button design makes it easier than ever to use the chronograph with precision.



High legibility is achieved with an anti-reflective coating on the sapphire crystal and a jet black dial.

Kinetic Direct Drive: At high speed, control is everything

For the first time, the remarkable Kinetic Direct Drive movement, one of SEIKO's leading 'emotional' technologies joins the Sportura collection. Taking its energy from the wearer's movement, and converting this Kinetic energy into electricity, SEIKO Kinetic has always been the perfect platform for sports watches, where long-term reliability and precision timing are vital. Now, with the interactive Direct Drive function, this new Sportura creation takes the wearer's control of the energy in his watch to a new level. Before the journey, or before the race, the wearer can see, in real time, and, if necessary, add to the power reserved in the watch to ensure perfect one-second-a-day timing. The dual purpose power reserve indicator is at 9 o'clock, and, when in real-time mode, is as responsive to the energy input through manual winding as a rev counter in a GT sports car.



Immediate, interactive and fascinating. Kinetic Direct Drive is a truly 'emotional' technology.

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 instant readability of Sportura 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, even when driving at high speed.



The new Chronograph Perpetual.
High specification timing on track or highway.

The women's Sportura chronographs

The same refinement and functionality is expressed in the three new Sportura women's creations. The new 7T11 caliber offers a 12-hour chronograph with 5-year battery life and a slim 3.3 mm movement profile. This elegant chronograph offers all that makes Sportura special but with the addition of 14 diamonds on the dial. The leather strap has an enamel finish, so that the brilliant white of both strap and dial throws the signature red accent of the chronograph second hand into sharp relief.



Sportura for women.
14 diamonds and a pure white enamelled leather strap

New calibers:

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

Single-time alarm in 24 hours

Caliber 7T11: Chronograph

Hour, minute and second hands

24-hour indicator

Chronograph in 1-sec increments up to 12 hours

Split time measurement

Specifications:

Alarm Chronograph

Caliber 7T62

Case: Stainless steel with black hard coating

Band: Stainless steel with three-fold clasp with push button release (SNAD23)

Leather strap with stainless steel buckle (SNAD23-2)

Glass: Sapphire crystal with anti-reflective coating

Water resistance: 10 bar

Approximate recommended retail price in Europe: Euro 590-630

Chronograph Perpetual

Caliber 7T86

Case: Stainless steel with black hard coating

Band: Stainless steel with three-fold clasp with push button release (SPC047)

Leather strap with stainless steel buckle (SPC047-2)

Glass: Sapphire crystal with anti-reflective coating

Water resistance: 10 bar

Approximate recommended retail price in Europe: Euro 700-740

Kinetic Direct Drive

Caliber 5D22

Case: Stainless steel with black hard coating

Band: Stainless steel with three-fold clasp with push button release (SRG005)

Leather strap with stainless steel buckle (SRG005-2)

Glass: Sapphire crystal with anti-reflective coating

Water resistance: 10 bar

Approximate recommended retail price in Europe: Euro 990-1040

Women's Chronograph

Caliber 7T11

Case: Stainless steel with 14 diamonds on the dial

Band: Stainless steel with three-fold clasp with push button release (SRW895)

Enamelled leather strap with stainless steel buckle (SRW897)

Case: Stainless steel case with black hard coating and 14 diamonds on the dial

Band: Leather strap with stainless steel buckle (SRW899)

Glass: Sapphire crystal with anti-reflective coating

Water resistance: 10 bar

Approximate recommended retail price in Europe: Euro 610-670