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SEIKO Sportura. Ten years of success in the fast lane.

Ten years ago at Baselworld, SEIKO unveiled a new collection of sports watches designed specifically for motor sport. Sportura has since become an icon in the SEIKO collection, a series whose design is now recognisable as one of the world's leading motor sport watches.

The 2010 collection is as powerful as ever. With five new creations for men and two for women, Sportura is set for a second decade of success. As true as ever to its roots, all the iconic design features of Sportura are retained: the jet black dials, the red and orange color accents and the high-legibility sapphire crystals.



The Limited Edition Sportura Automatic Chronograph

The First Automatic Chronograph in the Sportura Collection

The undoubted highlight of the 2010 Sportura collection is the new 8R28 Automatic Chronograph. Until now, all the chronographs in Sportura have housed Quartz or Kinetic calibers, so it was natural to complete the range of available technologies in 2010 by the addition of SEIKO's celebrated 8R caliber. Its design evokes high-performance motor sport at its most refined. The screw-grip crown and chronograph pushers ensure precise operation and the open date calendar ring echoes the design of a sports car wheel. The steel case has a hard-coated bezel and the crystal is, of course, sapphire as is the see-through case back, through which the unique black rotor can be seen.

Caliber 8R28 is SEIKO's most exclusive Automatic Chronograph caliber and has all the attributes of the world's very best chronographs. It has a column wheel and a vertical clutch system to ensure maximum accuracy and high-precision operation. It has an industry-leading power reserve of over 45 hours and a unique one-piece three-pointed hammer that allows all three chronograph hands to re-set instantly and in perfect unison.

This unique timepiece is offered as a limited edition of just one thousand.



The skeleton-style dial echoes the design of a sports car wheel.

The 2010 Collection

A wide range of new creations rounds out the 2010 Sportura collection. In addition to a new men's Alarm Chronograph and two new chronographs for women, three new men's models are offered with very simple designs that reflect the essential character of Sportura. Thanks to the small second hand in its own sub-dial at the six o'clock position, the dials retain the feel of a sports car instrument panel and are simple and uncluttered, perfect for reading at night or at high speed.



7T62 Alarm Chronograph



7T11 Women's Chronograph



6G28 Men's Small Second Hand

Specifications:

Automatic Chronograph

Caliber 8R28

Case: Stainless steel with black hard coating

See-through case back with sapphire crystal

Screw-down crown

Band: Stainless steel with three-fold clasp with push button release (SRQ007)

Glass: Sapphire crystal with anti-reflective coating

Water resistance: 10 bar

Approximate recommended retail price in Europe: Euro 2,600

Limited edition of 1,000

Alarm Chronograph

Caliber 7T62

Case: Stainless steel with black hard coating

Screw-down crown

Band: Polyurethane strap with stainless steel buckle (SNAE07)

Glass: Sapphire crystal with anti-reflective coating

Water resistance: 10 bar

Approximate recommended retail price in Europe: Euro 580

Women's Chronograph

Caliber 7T11

Case: Stainless steel (SRW891)

Stainless steel with black hard coating (SRW893)

Band: Leather strap with stainless steel buckle

Glass: Sapphire crystal with anti-reflective coating

Water resistance: 10 bar

Approximate recommended retail price in Europe: Euro 490-550

Men's Small Second Hand

Caliber 6G28

Case: Stainless steel with black hard coating

Band: Stainless steel with three-fold clasp with push button release (SRK023)

Leather strap with stainless steel buckle (SRK023-2)

Polyurethane strap with stainless steel buckle (SRK025)

Glass: Sapphire crystal

Water resistance: 10 bar

Approximate recommended retail price in Europe: Euro 400-450