

March 18, 2010

## The 2010 Velatura Collection. Built for the oceans, and built to race.

To build watches that perform on the open ocean has always been the most severe challenge of the watchmaker's art. With the launch of Velatura in 2007, SEIKO rose to this challenge with a collection characterized by robustness, high functionality and durability. For 2010, the Velatura collection is further expanded, with four new creations, all of which are aimed at the young sailor, professional or recreational, who seeks to win.



**SEIKO**  
*49er class*  
 WATCH PARTNER

The Velatura 49er Class Chronograph

## The Velatura 49er Class Chronograph

In 2007, SEIKO was selected as the Watch Partner of the International 49er Class Association. The 49er is the fastest boat in the Olympic regatta and provides even the world's very best sailors with a daunting challenge. Capable of speeds in excess of 25 knots and even of sailing faster than the wind itself, the 49er is a fast and fast-growing class that is gaining in popularity all over the world. No less than 62 crews from 26 countries took part in the recent World Championships held in the Bahamas.

To mark the fourth year of SEIKO's partnership with the International 49er Class Association, SEIKO is launching a new model in the Velatura collection, housing the 7T62 Alarm Chronograph caliber. The crown is protected from accidental shock, the case is 10 bar water resistant, the glass is sapphire and the strap is made of a polyurethane compound of great strength. To ensure that the timing information is clearly visible even when racing, the sapphire crystal has an anti-reflective coating and the chronograph hands are in a distinctive yellow color.

The case back carries the legend '49er class' and the watch is presented in a special presentation box that contains a message of gratitude from the International 49er Class Association.

## The 2010 Collection

In addition to the 49er Class Chronograph, the 2010 collection includes two other chronographs on steel bracelets and a Kinetic Direct Drive model whose black strap and black hard-coating case create a distinctive and unique appearance to match the unique Kinetic Direct Drive technology within.



The Velatura Kinetic Direct Drive

Specifications:

Alarm Chronograph

Caliber 7T62

Case: Stainless steel with black hard coating

Band: Polyurethane strap with stainless steel clasp (SNAE17)

Stainless steel with three-fold clasp with push button release (SNAE21)

Case: Stainless steel with blue hard coating

Band: Stainless steel with three-fold clasp with push button release (SNAE19)

Glass: Sapphire crystal with anti-reflective coating

Water resistance: 10 bar

Approximate recommended retail price in Europe: Euro 600-670

Kinetic Direct Drive

Caliber 5D44

Case: Stainless steel with black hard coating

Band: Polyurethane strap with stainless steel clasp (SRH013)

Glass: Sapphire crystal with anti-reflective coating

Water resistance: 10 bar

Approximate recommended retail price in Europe: Euro 1,030