

October 2010

**New to the international market,  
but with half a century of successful history in Japan,  
Grand Seiko is to be launched worldwide in October, 2010.**

At Baselworld, 2010, SEIKO WATCH CORPORATION announced its intention to make Grand Seiko available to the world market. The preparations are now complete and Grand Seiko will be released in October in about 20 markets in Europe, N. America, Asia, the Middle East and Oceania.

**The Grand Seiko brand**

Since its launch exactly 50 years ago, Grand Seiko has been the very best of SEIKO. Inspiring its birth was a very simple and beautifully pure idea; Grand Seiko was to be more accurate, more durable, more legible and easier to wear than any other watch in the world. Today, Grand Seiko is a luxury brand that offers timepieces made by master craftsmen in SEIKO's two exclusive watchmaking studios, using exclusive movements and the highest grade materials. Each Grand Seiko watch is instantly recognizable because of its simplicity of form and its understated elegance. From the very first Grand Seiko watch in 1960 to the latest collection of today, every Grand Seiko has shared the functional beauty and design purity that has always been its hallmark. Grand Seiko is, simply, the very best of SEIKO.



The very best of SEIKO since 1960

## The Grand Seiko Collection

22 models, all for men, make up the launch collection of Grand Seiko. It comprises ten mechanical watches, nine with SEIKO's unique Spring Drive movements and three with SEIKO's celebrated 9F quartz caliber. All the caliber versions are unique to Grand Seiko. In every case, the movements are finished to the highest Grand Seiko standards and several offer functionality that is unique to Grand Seiko.

Never has a new luxury brand been launched to the world market with such a powerful array of technologies.



Automatic caliber 9S series



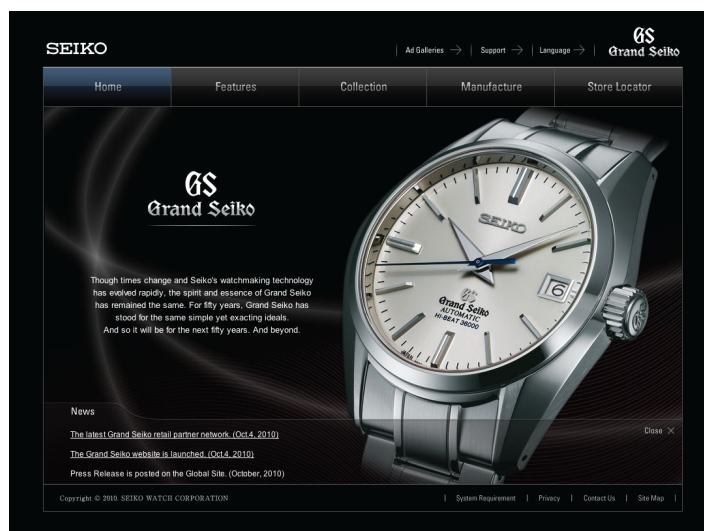
Quartz caliber 9F series



Spring Drive caliber 9R series

## The Grand Seiko website

While Grand Seiko is already widely renowned in Japan and also well known to many collectors and watch enthusiasts in many other markets, it will be entirely new to most people who are considering a purchase of a luxury watch. To open the universe of Grand Seiko to the world, a new English-language website has been created which gives extensive details of the brand's history, its calibers, its collection and its availability. [grand-seiko.com](http://grand-seiko.com) is the new home of the brand.



All about Grand Seiko now online.