

August 2011

**The SEIKO Sportura FC Barcelona Chronograph.
A new expression of SEIKO's and FCB's dedication to perfection.**

Earlier this year, SEIKO entered into a three-year partnership with FC Barcelona, the most successful team in world football, and the team and its star players are already featured in SEIKO's global communication campaign. The profile of FC Barcelona could not be higher as they are the current holders of the Spanish League and UEFA Champions League titles. As the new 2011/12 season starts, this partnership is celebrated in a new collection of chronographs which carry the team crest and colors and which express the dedication to perfection that SEIKO shares with the most successful team in the world.



The Sportura FC Barcelona Chronograph,
the watch that the team is to wear this season.

The SEIKO Sportura FC Barcelona Chronograph. The secret is in the detail.

As everyone who enjoys sport knows, it is the attention to fine detail that makes the difference between a good performance and a great one, and so it is with the creation of a sports watch. Look at the long, curved lugs that wrap round the wrist to deliver a close and comfortable fit. Study the cone-shaped chronograph buttons, whose wide surface area ensures precise operation. Look at the hour markers and you will notice that the 2,4,8 and 10 o'clock markers are silver, while the rest are white, making the dial less 'busy' and increasing the legibility of the dial. See how the chronograph minute hand has a 'pointer' shape to ensure that the correct number is easily read at a glance. Only long experience in the real field of play teaches a watchmaker how to optimize every facet of the design so that a sports watch is truly fit for purpose.



The colors and crest of the club are woven into the Sportura design.

This new creation carries the FCB crest on the dial and is executed in the famous 'blaugrana' colors of the club. The crest and the club's motto "més que un club" is engraved on the case back.



The Sportura FC Barcelona Chronograph proudly carries the club motto "més que un club" on the case back.

SEIKO and FC Barcelona. Share the dream.

The SEIKO Sportura FC Barcelona Chronograph together brings the unrivalled world leader in sports chronographs and the best football team in the world to create a unique and highly desirable watch that captures the spirit of the team and the dedication to perfection that is shared by SEIKO and FC Barcelona. The watch is presented in a special presentation box and is accompanied by a commemorative leaflet featuring some of the team's leading players and their signatures. As the new season opens, each member of the FC Barcelona squad will be presented with his own Sportura FC Barcelona timepiece. SEIKO is truly the choice of FC Barcelona.



The SEIKO Sportura FC Barcelona Chronograph is presented in its own box and with its own commemorative leaflet.

Specifications:**Sportura FC Barcelona Chronograph**

Ref. SNAE75

Caliber 7T62

Hour, minute and small second hands with date calendar

Chronograph minute and second counters

Chronograph measurement up to 60 minutes in 1/5 second increments

Split time measurement capability

Single-time alarm function

Battery life indicator

3-year battery life

Case: Stainless steel with black hard coating

42.0 mm in diameter

Screw-down crown

Band: Leather strap with stainless steel buckle

Glass: Sapphire crystal with anti-reflective coating

Water resistance: 10 bar