

March 8, 2012

## President's Message

Welcome to Baselworld and to the Seiko 2012 collection.

As the world's watch enthusiasts arrived here in Basel over the past few days, many will have had to adjust their watches to Central European Time, and will once again wonder why it has not been possible to create a watch that performs this function. I am delighted to say at this year's Baselworld, Seiko is presenting a watch that, at last, delivers this benefit to the world's travellers. The new Seiko Astron adjusts to each of the world's 39 time zones and represents an advance in precision watchmaking just as important as did its celebrated 1969 predecessor, the first quartz watch.

Our 2012 Seiko collection, which is released here at Baselworld for the very first time, also contains several new Grand Seiko creations, including a new version of our high beat mechanical caliber with enhanced performance. We are also presenting many additions to the hugely successful Sportura line and a wide selection of newly created Seiko timepieces for women.

I very much hope that you will find the whole collection of interest to you and to your readers.

One year ago at Baselworld 2011, the whole watch industry expressed its sympathy to the people of Japan in the aftermath of the March 11th tsunami. As our nation has struggled to recover from this dreadful event, we have been sustained and encouraged by the goodwill that we have experienced throughout the past year. On behalf of everyone at Seiko, I would like to thank you for your kindness and generosity and to wish you an enjoyable and exciting Baselworld 2012.

Yours sincerely,



Shinji Hattori  
President & CEO

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