

April 25, 2013

President's Message

When the plans for the re-development of the Hall of Dreams were announced several years ago, we were tempted to believe that our friends in Baselworld must have had Seiko in mind, as we were already thinking of how best to celebrate the 100th anniversary of Seiko watchmaking, which falls this year.

We are delighted to welcome you to the new Seiko Pavilion and to the Seiko 2013 collection. Our new home at Baselworld is the perfect setting for the world premiere of our 2013 collection, as it is in a wonderful location and gives us all the space we need to present its full richness to you and to the world. You will find on display many entirely new creations that celebrate the centenary of Seiko watchmaking.

At the very center of our new collection is a watch of which I am certain our founder, my great grandfather Kintaro Hattori, would have been proud. Seiko Astron GPS Solar has been a resounding success since its launch just six months ago with both media interest and sales far exceeding expectations. The new Astron is on course to become the most important new development in a generation. Today, we are doubling the size of the Astron collection. We are also offering one very special edition with the inscription 'One step ahead of the rest', which was Kintaro's often stated vision for Seiko, and which still guides us today.

The Grand Seiko collection is also expanding as its reputation as one of the world's best-made watches grows. In addition to several new Spring Drive creations, we pay homage to one of the great designs from the 1960's with a new edition of the mechanical watch that helped define the character of Grand Seiko.



Thanks to the increased space graciously made available to us by Baselworld, we can also show you many more creations in the Sportura, Premier and Velatura collections, including several that showcase our unique Kinetic technology.

We look forward to welcoming you to the Seiko Pavilion to see these remarkable time pieces and to celebrate 100 years of Seiko watchmaking.

Yours sincerely,

A handwritten signature in black ink that reads "S. Hattori". The signature is fluid and cursive, written in a professional style.

Shinji Hattori
President & CEO

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Advertising & Sales Promotion Dept.

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