

April 25, 2013

Seiko Astron Kintaro Hattori Special Limited Edition

Seiko Astron GPS Solar. "One step ahead of the rest."

Baselworld 2012 saw the launch of the Seiko Astron GPS Solar. Today, just one year later, it is already clear that this remarkable watch, which connects to the GPS network and adjusts to the exact time in all 39 time zones on earth, using just the power of light, has caught the imagination of watch enthusiasts worldwide to a quite remarkable extent.

In 1969, the original Astron changed the watch industry forever, bringing quartz accuracy and reliability to the world. The new Astron takes this revolution a further and major step forward. If you can see the sky, you can know the local time, wherever you are on earth, to a precision of one second every 100,000 years, and no battery change is ever required.

Baselworld 2013 sees a further expansion of the Astron collection and the launch of a very special edition that commemorates 100 years of Seiko watchmaking and honors the memory of our founder Kintaro Hattori and his vision that Seiko should always be "One step ahead of the rest". There could be no better testament to the enduring power of Kintaro's vision than Astron, a watch of which we, his fortunate successors at Seiko, believe he would be proud.



SAST100

Seiko Astron GPS Solar.
The watch that adjusts to
your time zone.

The Kintaro Hattori Limited Edition Astron GPS Solar

Never before in Seiko's history has a watch carried Kintaro's name, nor the six words that define his vision, "One step ahead of the rest". In its innovation and its refinement, it symbolizes everything that Seiko believes in. It solves a real problem, it is practical, easy to wear and needs no more than exposure to light to deliver perfect timekeeping anywhere on earth. The case is made of high-intensity titanium with black hard coating, its crown is tipped with onyx, the crystal is coated in Seiko's proprietary anti-reflective finish and it is offered with a crocodile strap and an additional titanium bracelet. The case back evokes the century old tradition of Seiko's watchmaking, with the original "S" mark engraving.

This extraordinary watch is offered in a limited edition of 5,000. It will be launched simultaneously all over the world in September 2013.



The Kintaro Hattori Special Edition is the first watch ever to carry Kintaro's name and motto. They are set around the first 'S' mark logotype, registered by Kintaro in 1900.



Only in this special edition is the crown tipped with onyx and the 'TYO' symbol in gold.

Specifications: SAST100

- Caliber 7X52
GPS controlled time and time zone adjustment
Hour, minute and second hands
Date calendar
Perpetual calendar correct to February 2100
Signal reception result indication
World time function (39 Time Zones)
Daylight Saving Time function
Power saving function
Accuracy: +/-15 seconds per month (without receiving a time signal and in temperatures between 5°C and 35°C)

Remarks

Approximate recommended retail price range in Europe: Euro 3,500 Limited edition: 5,000 pieces

- Case
Diameter: 47.0 mm, Thickness: 17.4 mm
High-intensity titanium with black hard coating with ceramic bezel
Water resistance 10 Bar, Magnetic resistance 4,800 A/m
- Band
Both a crocodile strap and a titanium bracelet are attached
High-intensity titanium with black hard coating with three-fold clasp with push button release
- Glass
Sapphire crystal with Super-Clear Coating

The Astron collection expands.



SAST015

In addition to this limited edition, the Astron collection for 2013 is enriched by the addition of no fewer than six new models, thus doubling the size of the range. While the functionality remains the same, the ease of use has been increased by the printing of 26 city names on the bezel where they are more legible. Three models are in steel and three in high-intensity titanium. The high-intensity titanium creations have a ceramic insert in the bracelet whose color is echoed in the bezel.



SAST017



SAST019

Specifications: SAST015, 017, 019

- Caliber 7X52
As described above
- Case
Diameter: 47.0 mm, Thickness: 16.5 mm
High-intensity titanium with ceramic bezel
Water resistance 10 Bar, Magnetic resistance 4,800 A/m

Remarks

Approximate recommended retail price range in Europe: Euro 3,000 (SAST015, 017, 019)

- Band
High-intensity titanium with three-fold clasp with push button release
- Glass
Sapphire crystal with Super-Clear Coating



SAST021



SAST023



SAST025

Specifications: SAST021, 023, 025

- Caliber 7X52
As described above
- Case
Diameter: 47.0 mm, Thickness: 16.5 mm
Stainless Steel with ceramic bezel (SAST021, 023)
Stainless Steel with black hard coating with ceramic bezel (SAST025)
Water resistance 10 Bar, Magnetic resistance 4,800 A/m
- Band
Stainless Steel with three-fold clasp with push button release (SAST021, 023)
Extra-strength silicon with three-fold clasp with push button release (SAST025)
- Glass
Sapphire crystal with Super-Clear Coating

Remarks

Approximate recommended retail price range in Europe: Euro 2,100 (SAST021, 023, 025)