

April 25, 2013

The 100th anniversary editions of Premier, Sportura and Velatura. A Kinetic celebration

When, in 1913, Seiko built its first wrist watch, the company's president called it the Laurel. It was not only a first for Seiko, but also a first for Japan and it was the beginning of a tradition of innovation that resulted directly from Kintaro Hattori's determination that Seiko would always be "one step ahead of the rest". In celebration of the 100th anniversary of the Laurel, it is therefore appropriate that one of Seiko's most innovative technologies would be at the core of the anniversary collection. Seiko Kinetic is a unique achievement, as it is the only watch in the world to convert kinetic energy into power to drive an electronic movement. Seiko Kinetic is worthy of its own laurels.

With Seiko Kinetic, you are the power.

Seiko Kinetic is a motion powered watch that delivers one-second-a-day precision. It is one of Seiko's 'clean energy' technologies, as it never needs a battery change and it combines the very best of traditional and electronic timekeeping. For 25 years, Seiko Kinetic has delivered what many consumers really want; a reliable, long-lasting, environment-friendly, low-maintenance watch that is at least ten times more accurate than any mechanical watch. However, today's Seiko Kinetic 100th anniversary collection offers much more and features the very best among the many Kinetic calibers that Seiko now offers.

Seiko PREMIER

The Premier Anniversary model incorporates the Kinetic Direct Drive caliber. Not only does the rotor power the watch as you move, but you can also power it by turning the crown. When you do so, the power reserve changes function to become a real-time indicator of the energy you impart to the watch through the winding of the crown. With Kinetic Direct Drive, you are the power and you experience the power transfer to the watch in a way that no other watch can match. With this remarkable caliber and the newly re-sculpted Premier case, it is, more than ever a modern expression of a classic inspiration.



The Premier Kinetic Direct Drive 100th Anniversary watch; a modern classic.

SRG012 Kinetic Direct Drive 5D22

Seiko SPORTURA

In the Sportura Anniversary model, the perpetual energy of motion meets the genius of a perpetual calendar that is correct until February, 2100. The Kinetic Perpetual caliber is vivid proof of Seiko’s mastery of energy management in watchmaking. As in every Kinetic caliber, the wearer’s movement powers the watch, but, with Kinetic Perpetual, this energy is conserved in a uniquely practical way. If the watch is unworn, it puts itself into sleep mode after 24 hours and, remembering the time, is ready to wake up, to the correct time and date, as soon as it is picked up again.



The Sportura Kinetic Perpetual 100th Anniversary watch sleeps when unused, and, up to four years later, wakes to the correct time and date.

SNP064 Kinetic Perpetual 7D48

Seiko VELATURA

Velatura is Seiko’s marine sports collection. First launched in 2007, it is now established as the watch of choice among many in the sailing community, including the leading athletes in the 49er Class, the Olympic class that first informed and inspired the creation of the collection. The new Velatura collection includes many timepieces designed for the rigors of 49er racing at the highest level, but its flagship is the Kinetic Direct Drive Moon Phase. With the deep blue of the dial and the warm silver tone of the moon, the watch evokes the night sky as seen from the ocean. A Kinetic masterpiece.



The Velatura Kinetic Direct Drive Moon Phase 100th Anniversary watch. For those who love the open seas.

SRX010 Kinetic Direct Drive 5D88

Premier

Specifications: SRG012

- Caliber 5D22
Kinetic Direct Drive
- Case
Diameter: 41.5 mm, Thickness: 11.86 mm
Stainless steel with black hard coating
Water resistance 10 Bar
- Band
Dark blue calf strap with three-fold clasp with push button release
- Glass
Sapphire crystal

Remarks

Approximate recommended retail price range in Europe: Euro 700
Production until December 2013 only

Sportura

Specifications: SNP064

- Caliber 7D48
Kinetic Perpetual
- Case
Diameter: 44.4 mm, Thickness: 12.75 mm
Stainless steel with rose gold color hard coating with blue hard coating bezel.
Water resistance 10 Bar
- Band
Dark blue calf leather strap
- Glass
Sapphire crystal

Remarks

Approximate recommended retail price range in Europe: Euro 800
Production until December 2013 only

Velatura

Specifications: SRX010

- Caliber 5D88
Kinetic Direct Drive
- Case
Diameter: 46.3 mm, Thickness: 12.67 mm
Stainless Steel with rose gold hard coating with blue hard coating bezel.
Water resistance 10 Bar
- Band
Dark blue calf leather strap
- Glass
Sapphire crystal

Remarks

Approximate recommended retail price range in Europe: Euro 970
Production until December 2013 only