

March 27, 2014

The President's Message



Over the past fifty years, two inter-linked themes have defined and characterized the success of Seiko: technology and sport. In 2014, these themes come together to inspire our new collection, highlighted by a new achievement with our GPS Solar technology and a collection of high-performance sports watches called Prospex.

The Astron GPS Solar Chronograph

From 1969 when the first Quartz Astron was launched, to 2012 when its successor, the Astron GPS Solar, made its first appearance at Baselworld, Seiko has led the industry in high-technology watchmaking. Now, in 2014, the Astron revolution continues with a new GPS Solar caliber that is smaller, includes a chronograph and is even easier to operate. It demonstrates, once again, that Astron's GPS Solar technology sets a new standard in advanced watchmaking.

Prospex. Serious watches for serious sports

The challenge of making watches for sports has inspired Seiko for over 50 years, ever since we entered the arena of sports timing in the 1960's. In 1965, we made our first diver's watch and we have continued to push back the boundaries of sports watch technology ever since. Today, Prospex brings this tradition to life with a new collection of watches for sports on the sea, on land and in the sky.

When he founded the company in 1881, my great grandfather, Kintaro Hattori, determined that Seiko should always be "one step ahead of the rest". With Astron, Prospex and a new mechanical high-beat caliber in Grand Seiko, I believe that our 2014 collection is more true than ever to his vision. I look forward to welcoming you to the Seiko Pavilion at Baselworld to experience how we have turned his vision into a reality in 2014.

Yours sincerely,

Shinji Hattori
President & CEO

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