

December 2016

Seiko and Novak Djokovic renew the partnership

Since Novak placed his trust in us at the beginning of 2014, his achievements have been beyond extraordinary; he won no fewer than 25 tournaments, including six Grand Slams and was number one in the world for 28 consecutive months. Of course, we take no credit for his success, but we are proud that we have kept him on time as he has travelled the globe assembling this remarkable record. Wherever he has gone in search of tennis glory, his Astron GPS Solar watch has adjusted to his local time at the touch of a button by connecting to GPS satellites, using just the power of light.

We are delighted to announce that Novak has renewed his trust in Seiko for another four years and that we will be his timing partner until the end of 2020. As part of this new agreement, Seiko and Novak will work together to design watches he needs for every aspect of his life: Astron for his travel, Premier for the special occasion and Prospex for his outdoor sports activities.

Since the very beginning, we have supported Novak's charitable foundation and will continue to do so. His passionate advocacy for children in Serbia and around the world is exemplary and we are delighted to support the work of the Novak Djokovic Foundation with funds and promotion.



As he signed the new agreement, Novak Djokovic said "I am delighted to renew my partnership with Seiko for four more years. The first three years have been phenomenal and I am so proud to be part of the Seiko family. I really, really look forward to what is ahead of us all in this great partnership."

Shinji Hattori, the President and CEO of Seiko Watch Corporation commented, "It has been a privilege and a pleasure to work with Novak over the past three years and we are delighted to continue to support him over the next phase of his remarkable career."

Seiko is very grateful to Novak for the trust and faith he has again placed in our company and our watches and we look forward to the exciting times ahead. We wish Novak every success in the coming four years, both on and off the court.

Please visit here for more information:

http://www.seikowatches.com/world/partners/seiko_novak_djokovic/index.html

https://www.seikowatches.com/press_release/2016/RLS1609_02/index.html