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Seiko in 2015. Moving ahead. Touching hearts.



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2014 was a momentous year for Seiko. We launched Prospex as a global collection, Astron's success was accelerated with the launch of a new caliber and Grand Seiko was honored with an award at the Grand Prix d'Horlogerie de Genève.

2015 holds similar, if not greater, promise. Here at Baselworld, we present our third Astron GPS Solar caliber and we celebrate 50 years of diving watches with new creations in Prospex that demonstrate Seiko's leadership in this most challenging arena. With the 55th anniversary of Grand Seiko, too, we have a special occasion to showcase both our heritage and our high technology with an important new collection.

I have had the honor of leading Seiko Watch Corporation as President for over ten years. Throughout this period, I believe that we have stayed loyal to Kintaro Hattori's determination that Seiko should be "always one step ahead of the rest". Looking ahead, I believe that, with the increasing global success of Astron, Prospex and Grand Seiko, we are laying down the foundations for a new decade of progress. Seiko has always been a trusted and respected brand, and we will continue to develop this trust.

However, in the years to come, I aim to add to Seiko a new sense of fun, vitality and excitement. I see great possibilities in the coming years and I can assure you that Seiko will stay ahead of the rest by creating new collections of timepieces every year that will not only bring real, tangible advantages but will also touch the hearts of our customers.

Thank you for your continuing support for Seiko.

Yours sincerely,

Shinji Hattori
President & CEO

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