



March 23, 2017

Grand Seiko in 2017. The next step forward.

Since we launched Grand Seiko internationally in 2010, the brand has made great strides forward in terms of distribution, sales and interest among watch lovers. I am delighted with our progress to date.

Grand Seiko has always been distinct in its design, character, presentation and, more recently, its calibers. In order to further reinforce its unique appeal and to reach out to a wider audience, we are today taking one step further and presenting Grand Seiko as an entirely separate brand. On all the creations we are presenting here at Baselworld, the Grand Seiko logo is at the twelve o'clock position and this will also be true for all Grand Seiko watches from now onwards. From today, Grand Seiko lives a truly independent life and sets out on a new journey. My intention is that, in the coming years, Grand Seiko will scale new heights of watchmaking excellence and commercial success.

To celebrate this landmark moment in our history, we go back to the very beginnings of the brand for our inspiration. You will see both a faithful reproduction of the very first Grand Seiko from 1960 which carried the Grand Seiko logo at the twelve o'clock position, and a modern re-interpretation. We are also widening the appeal of the brand into new design areas. Last year, we expanded the range of Grand Seiko with a sports model and, for 2017, we build on this success with a collection of new sports designs, including a hi-beat diver's watch and a series of Spring Drive chronographs.

We look forward to presenting the whole new Grand Seiko collection to you in person here in Baselworld and to sharing with you the uniqueness and distinctiveness that it offers.

Yours sincerely,

A handwritten signature in black ink that reads 'S. Hattori'.

Shinji Hattori
President & CEO

