



Lambert

SPORTURA CHRONOGRAPH.
WHEN PERFECTION IS THE GOAL

Sportura

SEIKO
Sportura
Chronograph



SEIKO

DEDICATED TO PERFECTION

AUGUST 2011 SUPPLEMENT

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SEIKO TECHNOLOGY

KINETIC DIRECT DRIVE

Kinetic Direct Drive Caliber 5D44 encompasses the best of both worlds: quartz accuracy with the emotional engagement of a mechanical and is environmentally friendly. This exclusive technology draws energy from the movement of your wrist or the turn of the crown and keeps you informed with a power reserve indicator.

KINETIC PERPETUAL

Another world's first technology from Seiko. Kinetic Perpetual combines the features and benefits of the industry's leading watch technology – Kinetic Auto Relay and Perpetual Calendar. Once set, the calendar automatically adjusts for odd and even months including February of leap years up to February 2100. When the watch senses 24 hours of inactivity it puts itself into suspended animation (sleep mode) to conserve energy. The date continues to advance correctly while the watch is asleep. Wake it up with a few shakes of your wrist and it automatically resets itself to the correct time even if it's been asleep for up to 4 years.

SEIKO KINETIC

Seiko Kinetic is the first and only quartz watch powered by human energy. Based on revolutionary technology, Seiko Kinetic watches run entirely on self-generated energy from the natural movement of your wrist. Environmentally friendly. The most advanced electronic watch technology. Six-month power reserve.

ALARM CHRONOGRAPH

Seiko alarm chronographs offer the features of a chronograph along with a 12-hour alarm.

CHRONOGRAPH

Seiko chronographs provide standard watch functions as well as precise stopwatch timing for a variety of activities.

PERPETUAL CALENDAR

The Seiko Perpetual Calendar automatically adjusts for odd and even months including February of leap years.

SEIKO SOLAR

Seiko Solar watches collect energy from any light source and convert it into electrical energy. This energy is stored in a rechargeable lithium ion cell which takes the place of a conventional watch battery. From there, the watch operates like any other quartz watch.

AUTOMATIC

The mainspring of Seiko automatic watches can be wound automatically by the movement of the wearer's wrist or manually by rotating the crown.

LEGEND



The Black Ion Finish is applied to the cases and bracelets of select watches. The Physical Vapor Deposition (PVD) process creates lustrous satin and/or polished finishes in shades of black, gray and blue.



LumiBrite watches are environmentally safe and will glow brightly for hours without pushing a button or drawing energy from a battery.



Water-resistant to 30 meters (100 feet). Withstands splashes of water or rain but should not be worn while swimming or diving.



Water-tested to 50 meters (165 feet). Suitable for showering or swimming in shallow water.



Water-tested to 100 meters (330 feet). Suitable for swimming and snorkeling.



Water-tested to 200 meters (660 feet). Suitable for skin diving.



Diver's to 200 meters (660 feet). Meets ISO standards and is suitable for scuba diving.



LIMITED
EDITION



SRQ013 \$4,700



DIVER AUTOMATIC

Total worldwide production of 700, 35 US availability • Hand-painted lacquer dial • Black Ion Finish • Unidirectional rotating bezel with Black Ion Finish
Chronograph up to 12 hours • 28,800 vibrations per hour • Power reserve indicator • Power reserve: over 45 hours • 34 jewels, 306 parts
Column wheel and vertical clutch • One-piece three-pointed hammer for instant reset • Sapphire crystal with anti-reflective coating
Screwdown crown and buttons • Screwdown See-Thru caseback • 44mm • Caliber: 8R28



SRQ011 \$3,200



AUTOMATIC CHRONOGRAPH

Chronograph up to 12 hours • 28,800 vibrations per hour
Power reserve indicator • Power reserve: over 45 hours
34 jewels, 306 parts • Column wheel and vertical clutch
One-piece three-pointed hammer for instant reset
Sapphire crystal with anti-reflective coating
Screwdown See-Thru caseback • 42.8mm • Caliber: 8R28



SPB021 \$2,100



AUTOMATIC MULTI-HAND CALENDAR

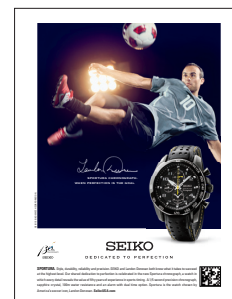
Day/date indicator • 28,800 vibrations per hour
Power reserve indicator • Power reserve: Over 45 hours
29 jewels, 208 parts • Sapphire crystal with anti-reflective coating
Screwdown See-Thru caseback • 42mm • Caliber: 6R21



SNAE65 \$475
Leather strap



SNAE67 \$495
Leather strap



**NATIONALLY
ADVERTISED MODEL**

ALARM CHRONOGRAPH

Alarm can be set on a 12-hour basis with two small hands • Dual time capable; alarm hands can indicate the time in a different time zone
Chronograph measures up to 60 minutes in 1/5 second increments; after 60 minutes it will start counting from "0" repeatedly up to 12 hours
Anti-glare sapphire crystal • Screwdown crown and caseback • 42.0mm • Caliber 7T62



SNAE69 \$495
Stainless steel case and bracelet





SNAE75 \$495



ALARM CHRONOGRAPH

Limited availability • Alarm can be set on a 12-hour basis with two small hands • Dual time capable: alarm hands can indicate the time in a different time zone

Chronograph measures up to 60 minutes in 1/5 second increments; after 60 minutes it will start counting from "0" repeatedly up to 12 hours

Stainless steel case • Anti-glare sapphire crystal • FC Barcelona engraved screwdown caseback • Leather strap • 42.0mm • Caliber 7T62



SKA511 \$595

Stainless steel case and bracelet



SKA513 \$550

Stainless steel case
Urethane strap



KINETIC DIVER

Powered by the movement of your body • Environmentally friendly • The most advanced electronic watch technology

Hour, minute and second hands • Automatic power generator • Power reserve indicator function • 6-month power reserve

Anti-glare sapphire crystal • Screwdown crown • Screwdown See-Thru caseback • Double locking extension buckle • 44.2mm • Caliber 5M62



SRH013 \$1,295



KINETIC DIRECT DRIVE

Powered by the movement of your body • Environmentally friendly • The most advanced electronic watch technology
Direct drive indicator: real time power indication, power reserve indicator • Duration of full charge is approximately 1 month • Retrograde day indicator
Hand winding and automatic capability • Anti-glare sapphire crystal • Urethane strap • 48mm • Caliber 5D44



SNDY66 \$695



LADIES' CHRONOGRAPH

Stainless steel case • 16 diamonds • Rose gold finish bezel, crown and buttons
Cabochon crown • Sapphire crystal • Screw caseback • White leather strap • 36.5mm • Caliber 7T92



SNP039 \$750



SNP045 \$795

Commemorative edition
Leather strap



KINETIC PERPETUAL

Powered by the movement of your body • Environmentally friendly • The most advanced electronic watch technology
Perpetual calendar adjusts for odd and even months to the year 2100; 24-hour hand • Leap year window • Power save function
Time relay system preserves accurate time up to 4 years • Sapphire crystal • 40.5mm • Caliber 7D48



SSA023 \$595



SSA027 \$550

Leather strap



AUTOMATIC

Hand-winding and automatic winding capabilities • 21,600 vibrations per hour • Gold-plated balance wheel • 24-hour indicator
Power reserve: 41 hours • 24 jewels • Sapphire crystal • Screwdown See-Thru caseback • 40.5mm • Caliber 4R39

SEIKO
Premier



SXDE01 \$375



Stainless steel case and bracelet • Sapphire crystal • 28.0mm • Caliber 7N82



SXDE02 \$395

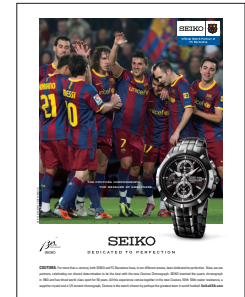




SNAE56 \$475



SNAE57 \$495
Black Ion Finish



**NATIONALLY
ADVERTISED MODEL**

ALARM CHRONOGRAPH

Hour, minute and small second hands • Alarm can be set on a 12-hour basis with two small hands
Chronograph measures up to 60 minutes in 1/5 second increments; after 60 minutes it will start counting from "0" repeatedly up to 12 hours
Alarm hands can indicate the time in a different time zone • Cabochon crown • Sapphire crystal



SNQ123 \$350



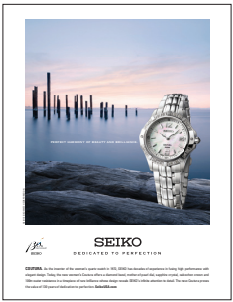
SNQ124 \$375



PERPETUAL CALENDAR

Once set, the calendar automatically adjusts for odd and even months including February of leap years • Indicates month, date and year

SEIKO
COUTURA



NATIONALLY
ADVERTISED MODEL



SXDE19 \$425
Sixteen diamonds



SXDE20 \$450
Sixteen diamonds



Mother-of-pearl dial • Cabochon crown • Sapphire crystal



SXDC92 \$350



SXDC94 \$350





SND C97 \$350



SND C98 \$375



CHRONOGRAPH

Hour, minute and small second hands • Chronograph measures split and accumulated elapsed time

Chronograph can measure up to 60 minutes in 1/5 second increments



SXDC95 \$295

Mother of Pearl dial



SXDE09 \$295

Mother of Pearl dial



SXDC96 \$295





SGEF47 \$270



SXDC97 \$270



Cabochon crown



SGEF48 \$295



SXDC98 \$295





SKA505 \$350



KINETIC

NO BATTERY CHANGE REQUIRED

**POWERED BY THE MOVEMENT OF YOUR BODY • ENVIRONMENTALLY FRIENDLY
THE MOST ADVANCED ELECTRONIC WATCH TECHNOLOGY**

Hour, minute and second hands • Automatic power generator
Power reserve indicator function • 6-month power reserve • Screwdown See-Thru caseback



SKA508 \$350





SNDC99 \$295



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CHRONOGRAPH

Hour, minute and small second hands • Chronograph measures split and accumulated elapsed time
Chronograph can measure up to 12 hours in 1/20 second increments



SNDE02 \$295



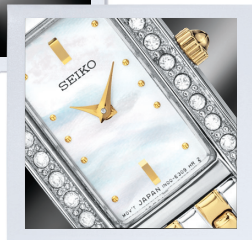
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* MADE WITH
SWAROVSKI
ELEMENTS



SUJG55 \$295
Mother-of-pearl dial



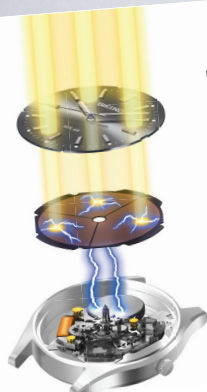
GIFT BOX SET WITH BRACELET

Watch plus matching bracelet
featuring Swarovski crystals* on
elegant links in a sleek white
case with chrome trim.



SEIKO SOLAR

LIGHT, SOURCE OF INFINITE ENERGY



No Battery Change Required

SEIKO SOLAR. As the inventor of the quartz watch in 1969, SEIKO has led the watch industry for four decades in refining quartz technology for each new generation. Today, SEIKO introduces new Solar alarm chronograph watches powered by light which, when fully charged, have a power reserve of ten months, thanks to a solar cell with high-efficiency electricity generation. Capable of converting all types of light into energy and with no battery replacement ever required, SEIKO Solar is a bright idea that is good for the planet. SeikoUSA.com

SEIKO

DEDICATED TO PERFECTION

2011 SOLAR COLLECTION



SSC007 \$395

Solar Aviator
Rotating slide rule bezel



SSC008 \$425

Solar Aviator
Rotating slide rule bezel



ALARM CHRONOGRAPH

Hour, minute and small second hands • Alarm can be set on a 12-hour basis with two small hands
Chronograph measures up to 60 minutes in 1/5 second increments; after 60 minutes it will start counting from "0" repeatedly up to 12 hours
Alarm hands can indicate the time in a different time zone



SSC001 \$295



SSC002 \$325



NATIONALLY
ADVERTISED MODEL



SUP089 \$295



0 29665 15790 4

TRESSIA

AMERICAN HEART ASSOCIATION GO RED FOR WOMEN

AHA heart logo dial • Black Ion finish • AHA Go Red for Women engraved caseback

For every Go Red Seiko Tressia watch sold from September 1, 2011 through March 1, 2012, Seiko will donate \$15 to the AHA, for a minimum donation of \$100,000.



Seiko is a proud supporter of the American Heart Association's Go Red For Women® movement.

The Red Dress is a trademark of DHHS.





SUP083 \$250
Mother of Pearl dial



SUP084 \$250



TRESSIA



SUP086 \$270
Mother of Pearl dial



SEIKO
SOLAR



SNE121 \$225



SNE122 \$250



SNE124 \$250



SNE125 \$270

Black Ion Finish





SUT037 \$225



SUT047 \$250
Mother of Pearl dial



SUT038 \$250



SUT040 \$250



SUT041 \$270
Black Ion Finish



SEIKO
SOLAR



SNE127 \$195



SNE128 \$225



SNE130 \$225





SUP069 \$215



SUP070 \$235



SUP072 \$250

Mother-of-pearl dial



SUP065 \$195



SUP066 \$250

Mother-of-pearl dial



SUP068 \$235



SUT049 \$215



SUT050 \$235





SUP899 \$195



SUP898 \$185
Leather strap



SUP896 \$185
Leather strap



SUP061 \$195



SUP062 \$185
Leather strap



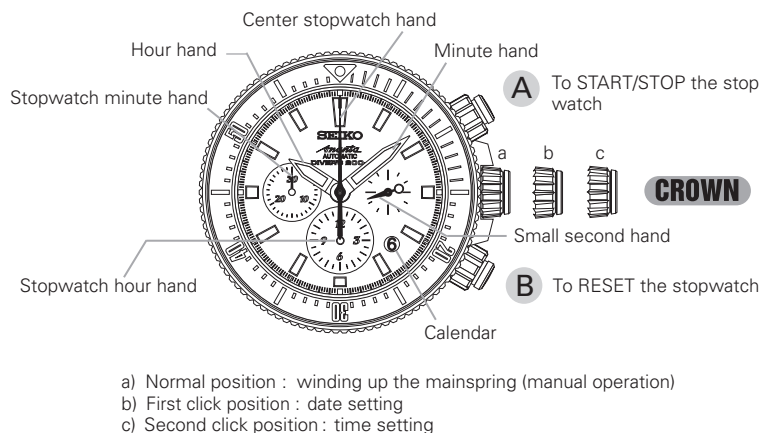
SUP064 \$215
Leather strap
Rose gold finish case and crown



DIVER CHRONOGRAPH (CALIBER 8R39)

Features:

- 200 meter water resistant
- Suitable for scuba diving
- Hour, Minute and Second Hand
- Stopwatch
- Vertical clutch and column wheel
- Calendar display
- Screw down crown
- Unidirectional rotating bezel
- Elapsed time measurement during diving (up to 60 minutes)



* The position or design of the displays may differ depending on the model.

How to Use

This watch is an automatic watch equipped with a manual winding mechanism.

- When the watch is worn on the wrist, the motion of the wearer's arm winds the mainspring of the watch.
- If your watch is completely stopped, it is recommended that you manually wind the mainspring by turning the crown clockwise.

How to Set Time and Date

- Unscrew the crown by turning it counter-clockwise and pull out to the first click position.
- Turn the crown counterclockwise until the previous day's date appears.
- Example: if today is Wednesday the 6th, the day and date display should indicate the previous day and date (Tuesday the 5th).
- Pull the crown out to the second click.
- Turn the crown to advance the hands until the date changes to the next day. The time is set for the A.M. period. Keep advancing the hands to set the correct time.
- Push the crown back into the original position.
- Screw in crown.

Note:

- Do not set the date between 8:00 p.m. and 2:00 a.m. If you do so, the date may not change properly and it may cause a malfunction.

How to Use Stopwatch:

- The Stopwatch can measure up to 12 hours
 - a) Before using the Chronograph, be sure to check that the crown is set at the normal position and that the Chronograph hands are reset to the "0" position.

Standard Measurement:

Press button "A" to start or stop.

Press button "B" to reset.

Accumulated Elapsed Time Measurement:

Press button "A" to start, stop and restart.

Press button "B" to reset.

How to use the Rotating Bezel:

The rotating bezel can show up to 60 minutes of elapsed time.

1. Turn the rotating bezel to align the "12:00 Indicator" to the position of the minute hand.
2. When time has elapsed, read the number on the rotating bezel that the minute hand points to.

Example: Start time: 10 minutes past the hour
Finish time: 40 minutes past the hour
Elapsed time: 30 minutes

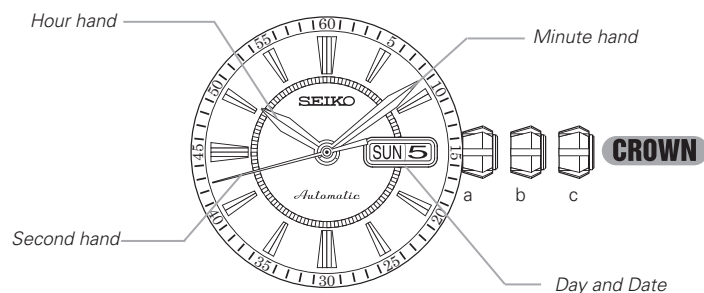


SRQ013 P1

AUTOMATIC Seiko Series SSA (4R39)

Features:

- Hour, minute and second hands
- 24 hour display
- 31 day calendar display



- a) Normal position : winding up the mainspring (manual operation)
- b) First click position : day/date settings
- c) Second click position : time setting

How to Use

This watch is an automatic watch equipped with a manual winding mechanism.

- When the watch is worn on the wrist, the motion of the wearer's arm winds the mainspring of the watch.
- If your watch is completely stopped, it is recommended that you manually wind the mainspring by turning the crown clockwise.

How to Set Time

- Pull the crown out to the first click when the second hand is at the 12 o'clock position. (The second hand stops on the spot). Turn the crown to advance the hour hand to set the correct time. (Caliber 4R39 has a 24-hour hand which moves correspondingly with the hour hand. When setting the time, check that the 24-hour hand is correctly set.)
- Push the crown back into the original position.

Note:

- The mechanism of mechanical watches is different from that of quartz watches. When setting the time, be sure to turn back the minute hand a little behind the desired time and then advance it to the exact time..



SSA023 P5



SSA027 P5

ALARM CHRONOGRAPH SEIKO SERIES SNA (CALIBER 7T62), SSC (CALIBER V172)

Features:

- Alarm can be set on a 12-hour basis with two small hands
- Alarm hands can indicate the time in a different time zone
- Chronograph can measure up to 60 minutes in 1/5 seconds. After 60 minutes, it will start counting again from "0" repeatedly up to 12 hours (7T62)
- Chronograph can measure up to 60 minutes (V172)

How to Set Time and Calendar

- Pull out the crown to the first click. (The second hand continues moving and the accuracy of the watch is unimpaired).
- Turn the crown clockwise until the previous day's date appears.
- Example: if today is the 6th of the month, the date display should indicate the previous date (the 5th).
- Pull the crown out to the second click when the second hand is at the 12 o'clock position. (The second hand stops on the spot). Turn the crown to advance the hour and minute hands until the date changes to indicate the current date. The time is now set for the a.m. period. Advance the hands to set the correct time taking a.m. and p.m. into consideration.
- Push the crown back into the original position.

How to Use Alarm Demonstration Button (V172 Only)

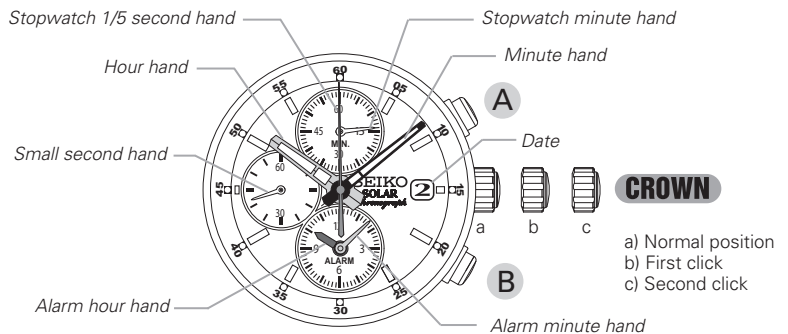
- Pull out crown to first click position.
- Press button "A" three to four seconds (when holding button "A" the alarm sound will ring).

How to Set the Main Dial Time and the Alarm Sub-Dial Time:

- Pull out crown to the second click position.
- Turn crown to set the desired time in the 12 hour format regardless of whether it is AM or PM.
- Press button B to set the alarm sub-dial time to the current 24 hour.
- Push crown back to normal position.

How to Set the Alarm:

- Pull out crown to the first click position while in CALENDAR/ALARM mode.



- Press button B to advance the hands in the 24 hour alarm sub-dial to the desired alarm time.
- Each press of button B will advance the alarm time by one minute.
- Hands will move quickly if button B is kept pressed.
- Push crown back to normal position.

Standard Measurement:

Press button "A" to start or stop.

Press button "B" to reset.

Accumulated Elapsed Time Measurement:

Press button "A" to start, stop and restart.

Press button "B" to reset.

Split Time Measurement:

Press button "A" to start.

Press button "B" to measure split time and then again to release split time.

Press button "A" to stop. To reset press button "B".

Measurement of Two Competitors:

Press button "A" to start.

Press button "B" for finish time of first competitor.

Press button "A" for 2nd competitor start.

Press button "B" for finish time of 2nd competitor.

Press button "B" to reset.



SNAE56 P7



SNAE57 P7



SNAE65 P2



SNAE67 P2



SNAE69 P2



SNAE75 P3



SSC001 P15



SSC002 P15



SSC007 P15



SSC008 P15

MODEL	PAGE	RETAIL	CRYSTAL	WATER RESISTANCY	MOVEMENT	BATTERY LIFE	LUMIBRITE	CLASP	CASEBACK
SGEF47	10	\$270.00	H	50M	Quartz	5 Years		D/PBR	
SGEF48	10	\$295.00	H	50M	Quartz	5 Years		D/PBR	
SKA505	11	\$350.00	H	100M	Kinetic	6-Month Reserve	Hands & Markers	PBR	See-Thru SD
SKA508	11	\$350.00	H	100M	Kinetic	6-Month Reserve	Hands & Markers	PBR	See-Thru SD
SKA511	3	\$595.00	S	200M SDC	Kinetic Dive	6-Month Reserve	Hands & Markers	DL/3-fold PBR w/micro extender	SD
SKA513	3	\$550.00	S	200M SDC	Kinetic Dive	6-Month Reserve	Hands & Markers	Buckle	SD
SNAE56	7	\$475.00	S	100M	Alarm Chronograph	3 Years	Hands & Markers	PBR	SD
SNAE57	7	\$495.00	S	100M	Alarm Chronograph	3 Years	Hands & Markers	PBR	SD
SNAE65	2	\$475.00	S	100M	Alarm Chronograph	3 Years	Hands & Markers	Buckle	SD
SNAE67	2	\$495.00	S	100M	Alarm Chronograph	3 Years	Hands & Markers	Buckle	SD
SNAE69	2	\$495.00	S	100M	Alarm Chronograph	3 Years	Hands & Markers	PBR	SD
SNAE75	3	\$495.00	S	100M	Alarm Chronograph	3 Years	Hands & Markers	Buckle	SD/Engraved FC Barcelona
SNDC97	9	\$350.00	H	50M	Alarm Chronograph	3 Years	Hands & Markers	PBR	
SNDC98	9	\$375.00	H	50M	Alarm Chronograph	3 Years	Hands & Markers	PBR	
SNDC99	12	\$295.00	H	100M	Chronograph	3 Years	Hands & Markers	PBR	SD
SNDE02	12	\$295.00	H	100M	Chronograph	3 Years	Hands & Markers	PBR	SD
SNDY66	4	\$695.00	S	100M	Chronograph	3 Years	Hands	Buckle	SD
SNE121	18	\$225.00	H	100M	Solar			PBR	
SNE122	18	\$250.00	H	100M	Solar			PBR	
SNE124	18	\$250.00	H	100M	Solar			PBR	
SNE125	18	\$270.00	H	100M	Solar			PBR	
SNE127	20	\$195.00	H	50M	Solar			PBR	
SNE128	20	\$225.00	H	50M	Solar			PBR	
SNE130	20	\$225.00	H	50M	Solar			PBR	
SNP039	5	\$750.00	S	100M	Kinetic Perpetual	4-Year energy storage		PBR	SD
SNP045	5	\$795.00	S	100M	Kinetic Perpetual	4-Year energy storage		3-fold/PBR	SD
SNQ123	7	\$350.00	S	100M	Perpetual Calendar	3 Years	Hands & Markers	PBR	SD
SNQ124	7	\$375.00	S	100M	Perpetual Calendar	3 Years	Hands & Markers	PBR	SD
SPB021	1	\$2,100.00	S	100M	Automatic Multi-Hand Calendar		Hands & Markers	PBR	See-Thru SD
SRH013	4	\$1,295.00	S	100M	Kinetic Direct Drive	1-Month Reserve	Hands & Markers	Buckle	SD
SRQ011	1	\$3,200.00	S	100M	Automatic Chronograph		Hands & Markers	PBR	See-Thru SD
SRQ013	1	\$4,700.00	S	200M SDC	Automatic Chronograph Dive		Hands & Markers	DL/3-fold PBR w/micro extender	SD
SSA023	5	\$595.00	S	100M	Automatic			PBR	See-Thru SD
SSA027	5	\$550.00	S	100M	Automatic			3-fold/PBR	See-Thru SD
SSC001	15	\$295.00	H	100M	Solar Alarm Chronograph		Hands & Markers	PBR	
SSC002	15	\$325.00	H	100M	Solar Alarm Chronograph		Hands & Markers	PBR	
SSC007	15	\$395.00	H	100M	Solar Alarm Chronograph		Hands & Markers	DL-3fold/PBR	

KEY TO FEATURES

CRYSTAL: H - Hardlex Crystal S - Sapphire Crystal

WATER RESISTANCY: SDC - Screwdown Crown

CLASP: D - Deployment Clasp DL - Double Locking Clasp JC - Jewelers Clasp PBR - Push Button Release Clasp SCS - Sizing Clasp System

CASEBACK: SD - Screwdown Caseback

MODEL	PAGE	RETAIL	CRYSTAL	WATER RESISTANCY	MOVEMENT	BATTERY LIFE	LUMIBRITE	CLASP	CASEBACK
SSC008	15	\$425.00	H	100M	Solar Alarm Chronograph		Hands & Markers	DL-3fold/PBR	
SUJG55	13	\$295.00	H	30M	Quartz	3 Years		PBR	
SUP061	22	\$195.00	H	30M	Solar			PBR	
SUP062	22	\$185.00	H	30M	Solar			Buckle	
SUP064	22	\$215.00	H	30M	Solar			Buckle	
SUP065	21	\$195.00	H	50M	Solar			PBR	
SUP066	21	\$250.00	H	50M	Solar			PBR	
SUP068	21	\$235.00	H	50M	Solar			PBR	
SUP069	21	\$215.00	H	50M	Solar			PBR	
SUP070	21	\$235.00	H	50M	Solar			PBR	
SUP072	21	\$250.00	H	50M	Solar			PBR	
SUP083	17	\$250.00	Curved H	30M	Solar			JC	
SUP084	17	\$250.00	Curved H	30M	Solar			JC	
SUP086	17	\$270.00	Curved H	30M	Solar			JC	
SUP089	16	\$295.00	Curved H	30M	Solar			JC	Engraved Go Red
SUP896	22	\$185.00	H	30M	Solar			Buckle	
SUP898	22	\$185.00	H	30M	Solar			Buckle	
SUP899	22	\$195.00	H	30M	Solar			PBR	
SUT037	19	\$225.00	H	100M	Solar			PBR	
SUT038	19	\$250.00	H	100M	Solar			PBR	
SUT040	19	\$250.00	H	100M	Solar			PBR	
SUT041	19	\$270.00	H	100M	Solar			PBR	
SUT047	19	\$250.00	H	100M	Solar			PBR	
SUT049	21	\$215.00	H	50M	Solar			PBR	
SUT050	21	\$235.00	H	50M	Solar			PBR	
SXDC92	8	\$350.00	S	100M	Quartz	3 Years	Hands & Markers	PBR	
SXDC94	8	\$350.00	S	100M	Quartz	3 Years	Hands & Markers	PBR	
SXDC95	9	\$295.00	H	50M	Quartz	3 Years	Hands & Markers	PBR	
SXDC96	9	\$295.00	H	50M	Quartz	3 Years	Hands & Markers	PBR	
SXDC97	10	\$270.00	H	50M	Quartz	3 Years		D/PBR	
SXDC98	10	\$295.00	H	50M	Quartz	3 Years		D/PBR	
SXDE01	6	\$375.00	S	100M	Quartz	3 Years		PBR	
SXDE02	6	\$395.00	S	100M	Quartz	3 Years		PBR	
SXDE09	9	\$295.00	H	50M	Quartz	3 Years	Hands & Markers	PBR	
SXDE19	8	\$425.00	S	100M	Quartz	3 Years	Hands & Markers	PBR	
SXDE20	8	\$450.00	S	100M	Quartz	3 Years	Hands & Markers	PBR	

NEW MODELS IN BOLD

SERVICE INFORMATION

**For Seiko factory authorized service,
there are two fully equipped service centers:**

SERVICE CENTER

1111 Macarthur Boulevard, Mahwah, New Jersey 07430
Telephone (201) 529-3316 Fax (201) 529-4525

Centro Técnico de Reparación

Avenida Roberto Clemente C16, Carolina, Puerto Rico 00985
Telephone (787) 750-7190

**To order bracelets, links, clasps, batteries,
cases, tools or straps, call toll free:**

1-800-722-4452

All other material inquiries: (201) 529-3311
Fax (201) 529-4543 or (201) 529-4525

CUSTOMER SERVICE

For all inquiries regarding Seiko order status, return authorizations, product information,
special orders, product availability or to request instruction booklets, call:

1-800-782-2510

Para servicio en Español por favor marque:

1-800-782-2510 ext. 7000

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