March 17, 2016

Grand Seiko Expands its Horizons

Since its creation in 1960, every Grand Seiko watch has demonstrated a consistent commitment to the pure essentials of watchmaking. Precision, legibility, comfort and durability are the attributes that have always defined Grand Seiko, and always will.

Consistency is, however, no enemy of creativity, and for 2016, Grand Seiko proudly presents two new creations that take the essential values of Grand Seiko in a new, exciting and creatively rewarding direction.

A New Spring Drive Sports Collection: The Black Ceramic Limited Edition

Practicality and durability are vital attributes of all the best sports watches and are also core values of Grand Seiko, so what could be more appropriate than to fuse them together into a new sports watch series. The four new models, each one a limited edition, use Spring Drive GMT calibers and two feature chronographs. The materials and five-piece construction are designed for strength and lightness. The inner case is made from high-intensity titanium and the outer shells and bezel are zirconia ceramic which is stronger and tougher than any other fine ceramic and seven times harder on the Vickers scale than stainless steel. This combination of materials makes the case 25% lighter than stainless steel and virtually impervious to scratches. While the black color is new to Grand Seiko, the clear ridges on the facets of the case and the diamond-cut hands and markers make the watches instantly recognizable as a Grand Seiko timepiece.

Spring Drive Chronograph, SBGC017

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The movements are specially adjusted to deliver an even higher level of precision, ±10 seconds a month, and the Grand Seiko lion in 18K gold graces the oscillating weight to symbolize the enhanced accuracy. The green dial model also conveys a subtle symbol of the provenance of this new design. The fir tree motif on the dial was inspired by the Onbashira festival that is held every six years in Suwa, a town near the studio where the watch is made. The centerpiece of this festival is the carrying of huge fir trees down the mountainside to the shrine where they are raised as symbol of the shrine’s renewal and its 1200 year old tradition.

A New Spring Drive Masterpiece from the Micro Artist Studio

This is the very first Grand Seiko watch to have been created by the celebrated Micro Artist Studio in Seiko’s facility in Shiojiri in the Nagano prefecture of central Japan. Known until now, mainly for its Spring Drive Minute Repeater, Sonnerie and Eichi watches for Credor, the Micro Artist Studio is proud to contribute to the growing reputation of Grand Seiko and has developed a remarkable Spring Drive caliber that offers an eight-day power reserve with the Studio’s trademark quality of materials and finishing. Three barrels are integrated to extend the power reserve.
On the back, a sapphire case back allows a clear view of the exquisite finishing of the one-piece bridge, the rubies and the power reserve indicator. This one-piece bridge ensures the precise positioning of each wheel in the gear train and maximizes the efficiency of the transmission of power from the barrels. Its rigidity also prevents distortion in the event of impact or other shock. The bridge traces the outline of Mt. Fuji and the highly polished rubies and tempered blue screws evoke the lights of the city of Suwa below the Studio’s home. The case is made of special platinum that can be polished to a sparkling mirror finish using our Zaratsu technique, itself adapted for working with platinum.

The dial is remarkable. Like the diamond-dust sparkle of snow that shimmers in the morning light in the clear mountain air of the area around the Studio, the dial glistens with a subtle and unusual beauty. The five-faceted hour and minutes hands, one of the iconic characteristics of Grand Seiko, are longer than those on any previous Grand Seiko watches.

**Black**

![](image)

**Ceramic Limited Edition: SBGC015, 017, SBGE037, 039**

Caliber specifications:
- 9R96 Spring Drive Chronograph GMT (SBGC015, 017)
- 9R16 Spring Drive GMT (SBGE037, 039)
- Driving system: Automatic with manual winding mechanism
- Power reserve: 72 hours
- Accuracy: ±0.5 seconds per day (±10 seconds per month)
- GMT hand
- Chronograph up to 12 hours (9R96)
- Number of jewels: 50 jewels (9R96), 30 jewels (9R16)
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Specifications: SBGC015, 017, SBGE037, 039
High-intensity titanium and ceramic case
High definition dual-curved sapphire crystal with anti-reflective coating
Screw see-through case back, Screw-down crown
Water resistance: 100 meters
Magnetic resistance: 4,800 A/m
Diameter: 46.4mm, Thickness: 16.1mm (SBGC015, 017) 15.0mm (SBGE037, 039)
Crocodile strap with three-fold clasp with push button release
Approximate recommended retail prices in the United States: $13,000 USD (SBGC015, 017)
$10,500 USD (SBGE037, 039)
Limited edition: 600 pcs (SBGC017), 500 pcs (SBGC015, SBGE037, 039)

Spring Drive 8 Day Power Reserve: SBGD001

Caliber specifications: 9R01 Spring Drive
Driving system: Manual winding
Power reserve: 8 days (192 hours)
Accuracy: ±0.5 second per day (±10 seconds per month)
Power reserve indicator
Independent hour hand adjustment
Number of jewels: 56 jewels
Number of parts: 307
Outer diameter: 37.0mm, Thickness: 7.1mm

Specifications: SBGD001
Platinum 950 case
High definition dual-curved box shaped sapphire crystal with anti-reflective coating
Screw see-through case back
Water resistance: 100 meters
Magnetic resistance: 4,800 A/m
Diameter: 43.0mm, Thickness: 13.2mm
Crocodile strap with three-fold clasp with push button release
Approximate recommended retail price in the United States: $55,000 USD