

PRESS INFORMATION for immediate release



ORIENT x STI collaboration Limited Edition 2010

In May 2010, Orient Watch Co., Ltd. introduced the ORIENT x STI collaboration Limited Edition watch.

ORIENT WATCH signed on as a sponsor of STI's (SUBARU TECNICA INTERNATIONAL) participation in the Nürburgring 24-Hour Race in 2009. For last year's race, each team member was provided with a specially developed wristwatch that maintained exceptional accuracy even under the testing conditions of the race, ably demonstrating its durability.

In May 2010, after much development work, we unveil our collaboration watch, incorporating the know-how and experience gained from last year's event. This year too, ORIENT WATCH will be competing together with the STI team.

The watch will be limited to 1,000 pieces worldwide.

As you would expect, the watch has the basic functionality of any wristwatch – easy readability and a high degree of accuracy. But because this watch will be worn while driving, special attention has been paid to the fit of the watch on the wrist, as well as its unique feel and styling.

ORIENT WATCH CO., LTD.

Merchandising & Sales Promotion Dept.

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Contact information Email Address : info@orient-w.co.jp

[REFERENCE]

Ref No.	ER1S001B
Dial Color	Black
Case Material	Stainless Steel
Band Material	Black Genuine leather strap with the cherry-red stitching

1,000 pieces worldwide limited



[SPECIFICATIONS]

Glass material : Sapphire crystal

Dial : Visible luminous hands and Arabic

Caseback : Screw see-through case back with serial number

With engraving at the roter "ORIENT × STI 2010 NBR CHALLENGE LIMITED EDITION"

Water resistant : 50m

Case Diameter : 40.00mm

Thickness : 11.50mm

[NEW CALIBER]

Movement : ORIENT caliber 4874B Made in Japan

Drive system : Self-winding movement

Vibrations : 21600/hour vibrations

Daily accuracy : +25 ~ -15 sec/day

Running time : More than 40 hours

Number of jewels : 21 jewels

Function : Date indicator



[SPECIAL GIFT BOX]

Item No. BST01


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