

For Immediate Release

Casio Continues Official Partnership with Red Bull Racing

Last Season's Formula One Champion



Mark Webber

Sebastian Vettel

TOKYO, February 15, 2011 — Casio Computer Co., Ltd., announced today that it has renewed its contract with the Red Bull Racing Formula One team to continue serving as a Red Bull Racing Team Partner for the 2011 season. Last year, Red Bull Racing won the Formula One World Championship, the pinnacle of auto racing. Along with supporting the Red Bull Racing team even more fervently than it did last year, Casio will make the most of this relationship to strengthen the brand image for its EDIFICE full-metal watches for men, which capture the essence of motor sports.

Red Bull Racing has been competing in Formula One Championship races since 2005. Last season the team captured a double title with the Formula One Constructors' Championship, and the Formula One Drivers' Championship. In just six years, the team has steadily worked its way to the top of the rankings.

Under the concept of "Speed and Intelligence," the EDIFICE line of analog metal watches evokes a sense of velocity and motor sports energy with the movement of the hands and distinctive watchface. With the electronics technology that Casio has developed over many years, the company has created a lineup featuring innovative chronographs that measure time in many ways using multiple moving hands and disk-shaped indicators. The EQW-M1100DB, released last year, has gained a lot of popularity as a solar-powered radio-controlled chronograph that features a 1/1000-second stopwatch while still being an analog watch with a multi-dimensional feeling and distinctive face design.



EQW-M1100DB

Red Bull Racing not only has a youthful image and energy, but also strives to achieve the fastest speed for its race cars through outstanding technology development capabilities. It also pursues the strategy of obtaining victory by leveraging the collective wisdom of the team. Casio believes that these qualities are a perfect match for the EDIFICE brand concept, and has been an official partner of Red Bull Racing since 2009. The company is honored to be able to support the drivers Sebastian Vettel, who is the current world champion, and Mark Webber, and the rest of the Red Bull Racing team, for the third consecutive year.

EDIFICE has been designated as the official team watch for the 2011 season, and the Casio logo will appear on racing suits worn by Vettel and Webber, as well as on the mechanics' uniforms. The logo will also appear on the nose sections of the team's new RB7 race cars. This will help demonstrate Casio's support for all 20 scheduled races on the calendar. In addition to using team images in EDIFICE advertising, Casio plans to work with Red Bull Racing to release special collaborative watch models. These global marketing activities are expected to further enhance the EDIFICE brand image and help to grow sales.

Red Bull Racing's Team Principal, Christian Horner, had this to say about the recent contract renewal: "We are delighted to continue the partnership between Red Bull Racing and Casio, and to build an even stronger cooperative relationship than last year. We pursue a high level of technology development, innovative ideas, and speed in everything we do. I'm confident that collaborating with a brand that embodies these concepts will bring benefits to both Casio and the Red Bull Racing team."



Christian Horner

