

For Immediate Release

## CASIO EDIFICE RED BULL RACING LIMITED EDITION IS LAUNCHED AT GERMAN GRAND PRIX



**24 July 2011, Nürburgring, Germany.** Formula One World Champion Sebastian Vettel was presented with the first Casio EDIFICE Red Bull Racing Limited Edition watch at his home race this weekend.

The new model is the latest product of Casio's partnership with the reigning F1 World Champions. EDIFICE represents Casio's advanced digital chronograph engineering, delivered through a traditional analogue face.

The Casio EDIFICE Red Bull Racing Limited Edition features:

- Smart Access technology, allowing all its features to be accessed through the single crown switch
- Radio-controlled time-keeping, synchronised by six atomic clock stations positioned across the world
- Despite at heart it's digital, the watch requires no battery changes courtesy of Tough Solar; its solar power function

The watch was launched at the Nurburgring by Red Bull Racing's Team Principal Christian Horner, F1 legend David Coulthard and Vettel, who was given the first watch.

Christian Horner said: "The EDIFICE is all you need in a watch – and it's particularly useful on the pit wall at a race! Precision and timing dominate our grand prix weekends around the world, and the Casio EDIFICE Red Bull Racing watch shares the investment in technology which drives Red Bull Racing. The new watch is a welcome addition to our long-standing partnership."

Mr Okimuro, Corporate Officer, Deputy Senior General Manager, Overseas Sales Division of the Casio Computer Co. Ltd. Said: "Red Bull Racing embodies the values inherent in Casio EDIFICE. Both brands are young and achieve success through progressing technology to deliver the highest standards of performance. It is a pleasure to present the latest watch, the Casio EDIFICE Red Bull Racing Limited Edition."

The Casio EDIFICE Red Bull Racing Limited Edition will be on sale worldwide from October 2011.

**Further information to EDIFICE at [www.casio-europe.com](http://www.casio-europe.com) and [www.edifice-watches.eu](http://www.edifice-watches.eu).**

**About CASIO Computer Co., Ltd.**

CASIO Computer Co., Ltd. is one of the world's leading manufacturers of consumer electronics products and business equipment solutions. Since its establishment in 1957, CASIO has strived to realise its corporate creed of "creativity and contribution" through the introduction of innovative and imaginative products. Today, CASIO's offerings include timepieces, digital cameras, mobile phones, electronic dictionaries, calculators, musical instruments, system equipment, and electronic components such as LCDs. The CASIO Group employs more than 12,000 people worldwide, shipping over 100 million products per year, with net sales of 518 billion yen (approx. US \$ 5.4 billion) in the fiscal year ended March 2009. News and product information from CASIO are available at <http://world.casio.com>