

## PRESS INFORMATION

### EDIFICE goes Abu Dhabi - In the Sheikh's emirate



Photo 1: The winners of the Casio EDIFICE Best Shop Front Award at the Abu Dhabi Grand Prix



Photo 2: Together with Mr Shimada and Mr Yamaga (Casio Japan), Marc Czemper (Sales Manager at Casio Europe GmbH) hands over a certificate to the winner from Germany, Mr Scholze

**Norderstedt, December 2011** – The Emirate of Abu Dhabi is a fascinating place owing to the contrasts offered by the coexistence of Bedouin culture and western modernity - luxurious showpiece buildings, Arabian and futuristic architecture, giant shopping malls, oriental markets, magnificent mosques, impressive desert landscapes and miles of sandy beaches. Between November 11th and 15th, 2011, eleven European Casio EDIFICE retail partners were able to see such delights for themselves at high summer temperatures in dazzling sunshine. As winners of this year's decoration competition held by the Japanese watch brand, they experienced an exciting, enjoyable few days in the Persian Gulf together with their companions.

Since 2009, EDIFICE has acted as a partner to the Red Bull Racing Formula 1 team and its champion drivers Sebastian Vettel and Mark Webber. This sponsorship increases brand awareness not only among end users. It also uses the partnership, above all, to offer retailers exciting stories and eye-catching POS materials in the Formula 1 design, thus providing important sales support for technically advanced and visually appealing EDIFICE watches. The retailers who took part in the European decoration competition demonstrated high levels of creativity with implementing their individual ideas by using some spectacular features ranging from real racing cars through to huge banners. The best of them not only attracted the attention of many astounded passers-by looking into their shop windows and display cases, but also assured themselves a seat on the grandstand for this year's Abu

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Dhabi Formula 1 Grand Prix at the impressive Yas Marina Circuit. EDIFICE also held a draw among the big Formula 1 fans for a visit to the drivers' paddock and the Red Bull Racing team pit on the day before the race. Here, they were able to examine Sebastian Vettel's and Mark Webber's original racing machines at close quarters and take a look at the racing circuit marina and the unique Yas Hotel integrated into the circuit. A few celebrities were also at hand, such as Nikki Lauda, who was happy to let people take photos with him.

This trip allowed EDIFICE to thank its retail partners for their outstanding commitment, which has helped to ensure the brand's fast-growing success over the last few years. *"All of us at CASIO are amazed by the immense support that our young watch brand EDIFICE has received from specialist retailers. I think that retailers fully recognised at a very early stage that EDIFICE offers them great sales opportunities. We are pleased to meet such enthusiasm and will make every effort to continue to generate such great interest and to ensure that even more consumers enter specialist retail outlets in the future and specifically ask for the Red Bull Racing Champion watch,"* says Marc Czemper, Sales Manager at CASIO Europe GmbH. Together with Mr Shimada and Mr Yamaga from the brand's head office in Japan, Mr Czemper also handed over a certificate to the competition winners, who came from all over Europe - Germany, Austria, Belgium, France, the Netherlands, Hungary, Greece, Norway, Sweden and Denmark. He gave personal thanks to each winner and praised their commitment to EDIFICE.

This Persian Gulf emirate has experienced a meteoric rise from obscurity to a highly modern state over just a few decades thanks to revenues from crude oil, which has been flowing since the early 1960s. In spite of such a radical change, the emirate has also preserved many of its traditions. The EDIFICE visitors were able to encounter such contrasts in person while visiting one of the largest Islamic places of worship in the world, the Sheikh Zayed Grand Mosque, and the luxurious Emirate Palace Hotel, created in Middle-Eastern style, or while taking an excursion to one of the typical shopping malls in the region or to the neighbouring emirate of Dubai. A further highlight to the trip was the desert safari with a fast-paced ride in a jeep, a romantic sunset, barbeque supper and a belly dance performance. Motor sport in oriental surroundings with Western standard - EDIFICE has blessed its guests with an entertaining and eventful weekend.

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