

PRESS INFORMATION

Casio Dedicates a Special EDIFICE Watch to the Double World Champion Sebastian Vettel

Official Introduction at the Australian Grand Prix



Photo1: Mr Okimuro and Sebastian Vettel at the handover of the watch



Photo 2: Casio EDIFICE EQW-A1110SV



Photo 3: Worldwide one-of-a-kind: EQW-A1110SV

TOKYO, March 2012 – Casio Computer Co., Ltd. has been providing support for the Red Bull Racing Formula One Team as an official partner since 2009. Team driver Sebastian Vettel has been crowned the Formula One Drivers' World Champion for two consecutive years. In order to congratulate him on this extraordinary achievement, Casio has made a Sebastian Vettel special model EDIFICE watch, EQW-A1110SV. This exclusive model has been handed over to Vettel at the Australian Grand Prix, which has opened the Formula One 2012 season. In addition, the Sebastian Vettel model has also been put on public display at Legends Lane at the Australian Grand Prix, which took place from March 16th - 18th.

This special model is equipped with Casio's Smart Access system which realizes outstanding functionality and easy operability. It is based on Casio's flagship EDIFICE model, EQW-A1110DB, which provides various measurement functions and features sharp-looking square inset dials. In addition, the Red Bull Racing team's three colors of blue, red and yellow are featured everywhere on the watch, Sebastian Vettel's logo is displayed on the face, and his personal signature is engraved on the back—marking this exclusive model as a worldwide one-of-a-kind. For the new watch, Casio also developed a new watchband made with a combination of leather and carbon fiber—the same material used to make the bodies of Formula One cars – to faithfully express the world of Formula One. Designed to embody the concept of EDIFICE watches, which evoke a sense of velocity and motor-sports energy, this Sebastian Vettel model is an intrepid and cool-looking watch fit for a world champion.

Further information at www.edifice-watches.eu and www.casio-europe.com.
Information about the company at <http://www.casio-europe.com/euro/corporate/casioeurope/>.