



PRESS RELEASE

CASIO QUIZ LAUNCHES LATEST LIMITED EDITION RED BULL RACING EDIFICE WATCH IN MONZA

Monza, 6 September 2012: Ahead of the Italian Grand Prix weekend, Casio hosted a quiz-based launch for the EQS-A500RB, the latest Limited Edition EDIFICE watch built in partnership with Red Bull Racing.

Sebastian Vettel, Red Bull Racing's double F1™ World Champion, Team Principal Christian Horner, and former Formula One drivers Martin Brundle and Johnny Herbert all participated in the '*Speed and Intelligence*' quiz, designed to test the contestants' knowledge of their sport. Hosted by comedian Tom Goodliffe, the quiz consisted of a multitude of challenges from an audio test to a cards round. All rounds were against the clock – with an oversized Casio EDIFICE EQS-A500RB used as the official time keeping device.

The EQS-A500RB, which will be available to buy later this year, boasts a variety of features including Smart Access Technology, solar power and 10 bar water resistance.

To convey Red Bull Racing's image, the team's trademark red and blue colouring has been incorporated into the dials, bezel and hands of the watch, whilst the Red Bull Racing logo is prominently displayed on the watch face.

Casio has been a proud partner of Red Bull Racing since 2009 and will continue to be its watch sponsor for the rest of this season and next. Red Bull Racing has a youthful, energetic image, but also pursues an intelligent strategy that strives to leverage outstanding technological developments to make its race cars the fastest in the world. This goes hand in hand with EDIFICE's brand concept of speed and intelligence, hence the theme of the quiz.

Speaking at the launch, **Toshiharu Okimuro, Casio Deputy Senior General Manager** said: "Building upon the excellent working relationship that Casio EDIFICE and Red Bull Racing share, the EDIFICE EQS-A500RB emphasizes the traits that the two brands have in common: Speed and Intelligence together with accuracy – all without sacrificing style."

Sebastian Vettel commented: "The watch shares the same attributes that Red Bull Racing need for success - precision, speed and of course the highest level of technology in our racing cars. It's also a great weight and not too heavy on my wrist!"

Christian Horner added: "The watch strikes a nice balance between design and function – the Red Bull Racing visual identity is incorporated into the watch face, whilst its speed and precision embodies the team's ethos."

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For more information, please contact Luke Drake or Cali Madincea at CasioEdifice@prismteam.com

About Casio

CASIO is one of the leading manufacturers of electronic consumable goods worldwide. Since it was founded in 1946, the company has dedicated itself to faithfully developing products that stand out from the crowd thanks to the latest technology and innovative design, in line with its guiding philosophy of "creativity and contribution".

Today, the global CASIO spectrum of products ranges from watches, digital cameras, mobile phones, electronic dictionaries, computers, music instruments, projectors, cash point systems, mobile terminals through to electronic components such as LC Displays.

About EDIFICE

With shared values of "Speed and Intelligence", EDIFICE and Red Bull Racing are a perfect match and Casio has been an official partner of the Red Bull Racing team since 2009. Under the concept of "Speed and Intelligence," the EDIFICE line of analogue metal watches evokes a sense of velocity and motor-sports energy with the movement of the hands and distinctive watch face. Casio has renewed their partnership with Red Bull Racing until the end of 2013.