

For immediate release
Monza, Italy
4 September 2014

Buon Appetito!

Infiniti Red Bull Racing Team Principal Christian Horner and driver Daniel Ricciardo were joined by star chef Tom Sellers to launch the 2nd Casio EDIFICE Infiniti Red Bull Racing Collection in Monza today.

With the world's F1 media looking on, Christian and Daniel raced against the clock to prepare some local delicacies and set the scene for the Italian race weekend.

'The F1 Paddock looks forward to coming to Monza. The speed, the atmosphere and the food are part of the race's enduring charm so it was a great place for Casio to launch its new EDIFICE collection. Casio shares many of our team values – specifically a focus on precision and accuracy, so it was great to show that in a light hearted way at the circuit today.'

Christian Horner, Team Principal, Infiniti Red Bull Racing

'As anyone with Italian blood will tell you, food is important so it has been great fun to launch the 2nd Edition of Casio EDIFICE watches today! There is no substitute for racing at home but I have to say Monza is a close second and joining Casio's launch today has really set the tone for Sunday.'

Daniel Ricciardo, Driver, Infiniti Red Bull Racing

"What a fantastic event to have been a part of. I have always been a fan of Formula One so an amazing experience for me personally. I apply speed and precision to my cooking which is really important as well as great skills... just like an F1 driver!"

Tom Sellers, Michelin-star chef and owner of Restaurant Story in London

'We are delighted Daniel, Christian and Tom could join us today to launch our latest Casio EDIFICE timepieces. They have taken inspiration from motorsport in their design, using carbon fibre details and cockpit inspired chronographs but we wanted to bring an element of fun to the launch and what better way to kick start the Casio Italian experience by cooking against the clock?'

Harald Schröder, General Division Manager, Marketing Section, Casio Europe

Notes to Editors:

EDIFICE EQB-500

- EDIFICE EQB-500 is Bluetooth controlled and linked to your Smartphone to set precise local time with one press of a button
- Even the alarm can be set via the smartphone
- The EQB-500 features a bold, three-dimensional index and the neon yellow colour used on the second hand and on the Bluetooth is a key colour for this model
- Casio EDIFICE timepieces have taken inspiration from motorsport in their design, using carbon fibre details and cockpit inspired chronographs

EDIFICE Infiniti Red Bull Racing Limited Edition

- 2nd EDIFICE Infiniti Red Bull racing Limited Edition Collection
- Casio EDIFICE timepieces have taken inspiration from motorsport in their design,

- using carbon fibre details and cockpit inspired chronographs
- The concept of speed and intelligence runs through the whole range of watches designed in conjunction with the Infiniti Red Bull Racing team and drivers

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