

Casio to Release First Partnership Model with Scuderia Toro Rosso



EDIFICE Scuderia Toro Rosso Limited Edition

TOKYO, September 1, 2016 — Casio Computer Co., Ltd. announced today the release of a new addition to the EDIFICE line of metal sport watches, which combine dynamic design with advanced technology. The new EDIFICE Scuderia Toro Rosso Limited Edition, EFR-554TR, marks Casio's first partnership model with the Formula One team Scuderia Toro Rosso.

In January of this year, Casio became an official partner of the Scuderia Toro Rosso racing team. The company believes the team's youthful dynamism, momentum, and passionate pursuit of speed, paired with its racing cars powered by outstanding technological innovations, make Scuderia Toro Rosso a perfect match for the EDIFICE brand concept of "Speed and Intelligence."

The new EFR-554TR is an exclusive model to commemorate the official partnership with Scuderia Toro Rosso. Team color red is used to accent the second hand and the hands of the inset dials, while navy blue and gold are used as accent colors in various other places such as the case as well as the hour and minute hands. The team's logo is emblazoned on the watch face and back cover. The three inset dials evoke motor sports, giving an even sportier look to this model. The new watch is specially packaged and comes with a display stand and a commemorative card.

Shigenori Itoh, Senior Executive Managing Officer and Senior General Manager, Global Marketing Headquarters, Casio Computer Co., Ltd., had this to say: "I am proud to be able to launch a watch that symbolizes our official partnership with the youthful and promising Scuderia Toro Rosso. We look forward to the future success of the team."

Franz Tost, Team Principal of Scuderia Toro Rosso, also had words about the new product: "I have been looking forward to our partnership model created under the dynamic and innovative EDIFICE brand. I hope to promote even closer ties between our two organizations."

Model	Band Material
EFR-554TR	Stainless steel



EFR-554TR



Special package



Engraved back cover

Specifications

EFR-554TR

Water Resistance	10-bar
Stopwatch	1-second stopwatch; measuring capacity: 29'59"; measuring modes: elapsed time, split time, 1st-2nd place times
Other Functions	Date display
Accuracy at Normal Temperature	±20 seconds per month
Battery Life	3 years on SR920SW
Size of Case	51.2 × 47.1 × 11.9 mm
Total Weight	Approx. 152g

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