

# BABY-G

**New BABY-G model with step tracker**  
*Five stylish colour variations for the perfect casual fashion look*

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BGS-100

**Norderstedt, Germany, September 2017** – Calling all fitness fans! BABY-G is expanding its sporty line for active women with five new models. The motto: tough and cool! A real plus point of the new BGS-100 series is the automatic step tracker – making exercise part of daily life! And thanks to the five stylish colour variations, the new BGS-100 is both the perfect partner for sporting activities and a true fashion item.

The state-of-the-art acceleration sensor reliably detects movements and counts every step the wearer takes – whether walking, jogging or running. Another exciting feature allows you to set a daily step target: a great source of motivation for staying fit! It's quick and easy to check the latest step count simply by clicking a button. The step tracker is automatically reset to zero at the start of every day.

The BGS-100 can also play a useful role in the day-to-day management of health. If the watch detects a lack of movement over a longer period, the step reminder function will give an acoustic and visual signal – the perfect encouragement for increasing activity levels. Furthermore, the display shows hourly steps over a five-hour period and a history of steps taken. Other great features include a stopwatch function with lap memory for up to 30 training sessions and an individually adjustable alarm function that reliably reminds the wearer when it's time for training. Thanks to the watch's water-resistance up to 10 bar, training is possible without a problem in any weather – and even in the water.

The newly developed case not only makes the watch narrower but also improves comfort on the wrist. The slightly transparent surface on the edge of the case gives a pleasant feeling of lightness. Three of the five colour variations include a trendy lime-green shade that harmonises perfectly with the latest sportswear trends. The other two colours – white and pastel pink – are great for combining with a wide range of outfits, whether casual, chic, extravagantly sporty or whatever the wearer fancies!

The BGS-100 is the perfect choice for energetic women who live an active lifestyle and appreciate its easy-going style and cool functions – day after day!



BGS-100-1AER



BGS-100-7A2ER



BGS-100-9AER



BGS-100-7A1ER



BGS-100-4AER

#### Technical highlights of the BGS-100 series:

- LED light
- Shock-resistant
- Step tracker
- Stopwatch – 1/100 sec. – 24 hr
- 30-lap memory
- Countdown timer – 1/1 min. – 24 hr
- Five alarms
- Automatic calendar
- Mineral glass
- Water-resistant up to 10 bar

The new BABY-G step tracker series is now available from selected retailers at a recommended retail price of EUR 129. For further information, visit [www.baby-g.eu](http://www.baby-g.eu).

#### About BABY-G

For over 20 years, the Japanese watch brand has been firmly associated with stylish urban timepieces. The BABY-G range was created as a smaller, feminine variant of the legendary G-SHOCK models. It quickly grew into a worldwide style phenomenon and hit the German market in the late 1990s. BABY-G remains an essential item in the world of streetwear, while collaborations with the newest and most exciting urban brands demonstrate the forward-looking and fashion-conscious character of the brand.

Details of the models can be found at [www.baby-g.eu](http://www.baby-g.eu). For further information on the company, is available at [www.casio-europe.com](http://www.casio-europe.com).