

Why should I consider a stopwatch from SEIKO?

Since its founding in 1881, **Seiko Corporation** has introduced one revolutionary product after another, including the first wrist watch in Japan in 1913 and the first quartz watch in the world in 1969.

Over the years **Seiko** has placed the emphasis on meeting its unchanging goal of providing customers with reassurance and satisfaction through "reliable quality".

SEIKO believes that "**reliable quality**" is an essential standard for the recognition of its products and services and a point of true communication between SEIKO and its customers. "There is nothing to worry about because it's SEIKO". "I'm glad I chose SEIKO." "SEIKO is truly reliable." It is this kind of praise from customers that motivates SEIKO to move on to the next step.

SEIKO boasts more than 40 years of active involvement in sports timing and sponsorship since the 1964 Tokyo Olympic Games, including 6 Olympic Games ('94, '98, '02 Winter Olympics), 8 IAAF World Championships and many hundreds of other international events and sports from swimming to cycling and Paralympic events.