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**Seiko wins the “Petite Aiguille” prize
at the 2014 Grand Prix d’Horlogerie de Genève**



The winning entry, the Grand Seiko Hi-Beat 36000 GMT

In an industry where many watches are feted with many prizes in many countries each year, one award stands far above all the others. It is the Grand Prix d’Horlogerie de Genève. Founded in 2001, it immediately became the watch industry’s “Oscars” and its award ceremony is now firmly established, alongside the Baselworld Fair, as one of the key dates in the watchmaking calendar.

On October 31, the 2014 Grand Prix d’Horlogerie de Genève award ceremony took place at the Grand Theatre de Genève. 17 awards were made in total, most of which rewarded watches in specific categories such as “Tourbillon”, “Chronograph” and “Jewellery.” The “Petite Aiguille” category, in contrast, was open to any watch of any type under Sfr 8,000 in price and, as usual, attracted a large entry. From the short list of six, the jury of 25 watch and luxury experts selected the Grand Seiko Hi-Beat 36000 GMT Limited Edition as the winner.

Seiko Watch Corporation is delighted and deeply honored to receive this award. For over half a century, Grand Seiko has been the very best of Seiko, and to see its beauty, durability, legibility and watchmaking excellence recognised by the most prestigious award in the industry is the greatest possible tribute to the Grand Seiko watchmakers and designers, past and present, who have dedicated their skill and talent to the creation of this remarkable collection.

The watch that won the “Petite Aiguille” award was first revealed at Baselworld 2014. It is the Hi-beat 36000 GMT Limited Edition(SBGJ005). In both performance and appearance, it expresses the very best of Seiko’s mechanical watchmaking. The caliber has a high accuracy of +5 to -3 seconds a day and a power reserve of 55 hours. The GMT hand can be used as a dual time indicator with the hour hand being adjustable independently as the time of day hands continue to mark time. It is the perfect watch for the international traveler.



The award was accepted by Susumu Kawanishi, a Senior Vice President of Seiko Watch Corporation.



The trophy. This is the third time that Seiko has won an award at the Grand Prix d'Horlogerie de Genève.

Commenting on the award, the President of Seiko Watch Corporation, Shinji Hattori said, “I am very grateful to the GPHG and its jury for their decision to award to Grand Seiko this most prestigious accolade. For 50 years, our Grand Seiko team has worked tirelessly to create the best possible functional watch in the world. The Hi-beat 36000 caliber is our proudest achievement so far and this award will spur us on to new achievements in the future.”

Please refer to the following URL for details of the Grand Seiko Hi-Beat 36000 GMT:
<http://www.grand-seiko.com/collection/9s86/index.html>

For full details of all the awards, please see the official website of the Grand Prix d'Horlogerie de Genève at: <http://www.gphg.org/horlogerie/en>