

CITIZEN®

BETTER STARTS NOW

Message from CITIZEN

We are the citizens, the people who see the world as a work in progress.

A place to be improved.

A place where time is measured not in seconds, but in steps forward.

Some will say we are obsessive, but if you love something, why would you not strive to make it better?

Are we aiming at perfection?

No, for us, to admit perfection is to admit defeat. To stop.

And if time never stops, why should we?

We're heading for better.

(From CITIZEN brand book)

Forty years have passed since CITIZEN first launched a unique technology that powered watches with nothing but light, and which is now known as “Eco-Drive”. CITIZEN recognized the clean energy potential of light-powered technology long before anyone else, and wanted to create an environmentally friendly watch that would eliminate the need to replace batteries. Since that first launch in 1976, we have continued to pursue and develop the potential of Eco-Drive technology.

Passing this important 40-year milestone is taking us back to roots of watch manufacturing. With our pride as a true manufacture d’horlogerie, we have taken up the challenge of fusing the technology and beauty. The result is Eco-Drive One, our new product announced at BASELWORLD 2016. “One” indicates the movement thickness of just 1.00mm. This watch also pays homage to our predecessors who strived for creating a thinner watch in 1950s. Since then, all of us at CITIZEN have contributed to creating watches loved everywhere. In other words, to be faithful to our name “CITIZEN,” we want to create watches that fit comfortably with the lives of citizens in all corners of the globe.

Our brand statement “Better Starts Now” is our simple belief that, no matter who you are or what you do, it is always possible to make something better — and now is the time to start doing it. In this spirit, we continue to explore new possibilities for the future of watches and to craft timepieces that inspire people everywhere. Look to the CITIZEN brand for the future of watchmaking.

Toshio Tokura
President and CEO



40 years of Eco-Drive **A technology that keeps watches running with any light.**

2016 marks 40 years since CITIZEN launched the world's first light-powered analog watch.

What is the ideal source of power for a watch? What if we used light, an energy source that is all around us wherever we are, as power for watches? That question inspired us to create the world's first analogue quartz watch with light-powered technology, the "Crystron Solar Cell", in 1976.

We named the technology "Eco-Drive", CITIZEN's proprietary technology that powers watches using any natural or artificial light, even dim sources, and enables watches to keep running without any battery exchanges. Eco-Drive watches currently enjoy great popularity in more than 100 countries around the world.

Under our brand statement "Better Starts Now," we have gone on to make various improvements to Eco-Drive since 1976, such as developing attractive dial designs and reducing energy consumption. As a result, we have created a whole series of watches with Eco-Drive technology, including multi-function watches and watches that are thinner, smaller, lighter and more beautiful.

This year, we have consolidated 40 years of experience in light-power technology to create new models that seek to redefine the value of a watch.

"The essence of the wristwatch that is thinner and more beautiful"

The world's thinnest* light-powered watch "Eco-Drive One"

The flagship model "Eco-Drive One" marks 40 years of Eco-Drive, with its 2.98 mm watch case and 1.00 mm movement. The "Eco-Drive One" returns us to our roots as "a watch manufacturer loved by citizens all over the world."

* As of February 2016, for an analogue light-powered watch according to research by CITIZEN WATCH CO.,LTD.

"More accurate and multifunctional"

PROMASTER SATELLITE WAVE –GPS

A new pilot watch from the PROMASTER series brings more accurate time to people around the world with Satellite Wave that enables watches to receive position information and time signals from GPS satellites and display precise time and date.

"More sophisticated and more elegant"

CITIZEN L Ambiluna

New CITIZEN L embodies a completely original style of luxury watch for women who embrace their lives in 21st century with beauty and power.

2016 is an important milestone for CITIZEN, which marks 40 years since the launch of our first watch using a proprietary CITIZEN light-driven technology. At the same time, we believe that it is only the beginning of the next chapter of exploring the future of watches as a true manufacture d'horlogerie.

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CITIZEN Flagship Model for 2016 – “CITIZEN Eco-Drive One”

— *The world’s thinnest¹ light-powered watch with a 1.00mm movement* —



It has been 40 years since CITIZEN invented the world's first analog quartz watch that uses light as a power source. We called this technology Eco-Drive² since it uses a renewable natural resource that anyone can access to generate its own electrical energy. Eco-Drive has evolved as one of our core technologies and serves as the foundation of our corporate philosophy of “crafting timepieces loved by citizens all over the world.”

For this milestone we introduce our latest flagship model, Eco-Drive One which is the world’s thinnest light-powered analog quartz watch with a 2.98mm case and 1.00 mm movement.

Capturing the rank of ‘world’s thinnest’ required redesigning almost every part of the movement, the structure of parts by using CITIZEN’s most advanced processing techniques. We also improved on our Eco-Drive technology. For example, in spite of its thinness, Eco-Drive One runs 10 months on a single full charge by successfully reducing energy consumption.

To create a watch with a case thickness of 2.98mm required the use of new materials. Materials that are both thin and strong. Materials that are malleable to form a beautiful silhouette that would hug the wrist but a material that would be strong enough to resist

flexing. The case of the Eco-Drive One Limited Model (AR5014-04E) and the bezel for AR5000-50E/AR5000-68A/AR5004-59H models all use a cermet³ to achieve the mutually exclusive requirements of “beautiful thinness” and “durable hardness.” It also helps to keep the watch’s beautiful finish and metallic luster. The bezel on the Limited Model (AR5014-04E) is made from a binderless cemented carbide⁴ that is hard and resistant to both corrosion and oxidation.

As a light-power pioneer, we will continue to break boundaries and explore new possibilities of incorporating light powered technologies to craft timepieces that inspire people everywhere.



	Eco-Drive One Limited edition 800 Pieces Worldwide	Eco-Drive One		
Launch	Autumn/Winter 2016			
Ref.	AR5014-04E	AR5000-50E	AR5000-68A	AR5004-59H
Projected Price	USD 6,000	USD2,600		
Case Material	Cermet with binderless cemented carbide bezel	Stainless steel (Duratect TM α) with cermet bezel		
Band Material	Black crocodile leather	Stainless steel (Duratect α)		
Crystal	Sapphire with anti-reflective coating			
Case Diameter /Thickness	38.25mm/2.98mm	39.8mm/2.98mm *Design specifications only.		
Movement	Cal. 8826, Eco-Drive, Accuracy of ±15 seconds per month, Runs 10 months on full charge, water resistant			

*1 As of February 2016 for an analogue light-powered watch according to research by Citizen Watch Co., Ltd

*2 Eco-Drive is CITIZEN’s proprietary technology that powers watches using any natural or artificial light source, eliminating the need to replace batteries. Certified as an Eco Mark product for the first time in the watch industry.

*3 Cermet is an advanced composite composed of ceramic and metallic materials. It is made by combusting a mixture of hard compound particles such as metallic carbides and nitrides with metallic binding materials.

*4 Binderless cemented carbide is a type of cemented carbide mainly made of tungsten carbide powder with no metallic binder such as cobalt and nickel. It has superior hardness, corrosion resistance and oxidation resistance.

*5 Duratect is surface hardening technology exclusively developed by CITIZEN to maintain the luster and beautiful finish of watches. Treating materials such as titanium and stainless steel with this technology improves the hardness of the material's surface, making watch cases and bands resistant to scratches.

About CITIZEN WATCH



CITIZEN WATCH is a true manufacture d'horlogerie with a comprehensive manufacturing process that extends from creating a watch's individual components to its final assembly. The company operates in more than 100 countries around the world. Since its founding in 1918, CITIZEN have held the belief of "Better Starts Now" — that is, no matter who you are and what you do, it is always possible to make something better, and now is the time to start doing it. Sharing this belief, we have made watches, invented and improved technologies and explored the future of watches such as our proprietary light-powered Eco-Drive technology, which originally debuted 40 years ago, and state-of-the-art satellite-synchronised timekeeping.

The final design and specifications are subject to change without notice.
Eco-Drive and Duratect are registered trademarks or trademarks of Citizen Holdings Co., Ltd.

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A new style of luxury watch for women who embrace their lives in the 21st century with
beauty and power

CITIZEN L Ambiluna A New Style of Luxury Watch



Ethical spirit of caring about nature and people

Architectural design to offer a new framework for beauty

Craftsmanship that creates art from the touch of skilled hands and nature

All blended perfectly to bring a new style of luxury watch.

CITIZEN L watches reflect the brand concept “Beauty is Beauty,” which communicates our belief that beautiful things emanate from a beautiful mind. In other words, external beauty simply reflects inner beauty. CITIZEN has created honest luxury with the CITIZEN L brand. This is the spirit behind the launch of a new style of luxury watch —“Ambiluna”. CITIZEN merges craftsmanship with timeless, elegantly simple and modern designs. By eschewing gaudy decoration in favour of simple beauty that reflects true inner quality and fine watchmaking, CITIZEN L challenges the conventional notion of watch and proposes a new style and definition of luxury watch, that cares for environment, people, and culture. The product stories and messages of CITIZEN L is what make the watches and wearers truly beautiful. The CITIZEN L Ambiluna collection was inspired by an architect Sou Fujimoto, and the brand is supervised by a fashion journalist Yoshiko Ikoma to reinforce the message of CITIZEN L.

This new luxury watch collection embraces the concepts of sustainability and craftsmanship—revering and sharing traditional skills and techniques with a new generation of powerful women. In the spirit of sustainability, all products in the CITIZEN L new collection feature Eco-Drive^{**1}, a core CITIZEN technology that powers watches using any light source.

^{**1} Eco-Drive is CITIZEN's proprietary technology that powers watches using any natural or artificial light source, eliminating the need to replace batteries. CITIZEN received Eco Mark product certification as the first company in the watch industry to produce watches featuring Eco-Drive.

The new “Ambiluna” collection design inspired by Sou Fujimoto

The name “Ambiluna” is a portmanteau word derived from two elements: “Ambient” and “Lunar.” “Ambient” evokes the natural environment rich in air and light, while “Lunar” suggests the subtle power of the gently-glowing Moon, as well as the moon-sapphire crystal used for the watch face. Watch is, by nature, a mechanical and precise object whereas time is formless and intangible. Under the concept of “absolute light”, Sou Fujimoto combines these two conflicting elements into this watch through the use of light and design. The sapphire glass surface is frosted on purpose so that the wearer does not so much “read” as “feel” the time. This “Moon-glazed sapphire crystal”, is inspired by a pale moon veiled in a haze casting a soft light. As a result of this unique crystal design and time-honored craftsmanship, each watch in this collection is not simply a tool to tell time but a timepiece that tells a story.

Spirit of “absolute light” — Limited edition

The Moon-glazed sapphire crystal used on the Limited edition CITIZEN L watches enriches the light reflected on its surface and brings out various tones and brightness. The case is constructed from Super Titanium™*2, which use CITIZEN’s proprietary surface hardening technology resulting in a watch that is five times harder than stainless steel. This material is also lightweight and gentle on the skin, so those with sensitive skin can wear these attractive watches without concern. *Nishijin* textile used for the watch bands is specially designed for this collection. It is crafted by a 350-year-old Kyoto textile manufacturer “HOSOO” that weaves *Nishijin* textile for traditional Japanese clothing, Kimonos. The nuance and delicate sheen of the material complements the case design and the strap’s spiritual elegance appears to almost melt in the light symbolising minimalistic beauty.



Original bangle and clutch bag

Collection	CITIZEN L Ambiluna Limited edition
Ref	EG7000-01A
Launch	Autumn/Winter 2016
Limited Number	1,000 Pieces Worldwide
Projected Price	USD 2,000
Crystal	Sapphire
Case & Band Material	Super Titanium / <i>Nishijin</i> textile
Case Diameter /Thickness	37.8m m/9.49m m
Movement	Caliber:G620, Eco-Drive, Accuracy of ±15 seconds per month , Runs 8 months on full charge ,WR 50

*2 Super Titanium™ is our special titanium material made by CITIZEN’ s proprietary titanium processing technology and surface hardening technology, Duratect.

A watch to connect light and time

In addition to the Limited Edition strap model the Citizen L Ambiluna collection includes a unique bangle bracelet model. The design features a “*Urushi* drop,” an element of traditional Japanese lacquerware. It is exquisitely handcrafted, no two models are exactly the same, the colour and lacquer-layers differ slightly, creating various dazzling reflections of light. The varying brilliance created by Moon-Grazed Sapphire Crystal Glass and the *Urushi* drop are blended on a simple bangle. A diamond drop positioned between the case and the *Urushi* drop adds a sense of strength to the design, while also serving as an indicator for 12 o’clock. These elements combine to create a sense of vitality that brings the watch design to life and enhances its pure elegance.



Collection	CITIZEN L Ambiluna		
Ref (From above)	EW5493-51W	EW5490-59A	EW5492-53P
Launch / Projected Price	Autumn/Winter 2016 /USD 720		
Case / Band Material	Stainless steel & <i>Urushi</i> drop (with 1 piece of Diamond) /Stainless steel * Silver foil and gold/silver powder are used for <i>Urushi</i> drops.		
Case Diameter /Thickness	24.6mm/9.05mm *Design specifications only.		
Movement	Caliber:B035, Eco-Drive, Accuracy of ±15 seconds per month, Runs 7 months on full charge, WR 50		

About CITIZEN WATCH

CITIZEN WATCH is a true manufacture d’horlogerie with a comprehensive manufacturing process that extends from creating a watch’s individual components to its final assembly. The company operates in more than 100 countries around the world. Since its founding in 1918, CITIZEN have held the belief of “Better Starts Now” — that is, no matter who you are and what you do, it is always possible to make something better, and now is the time to start doing it. Sharing this belief, we have made watches, invented and improved technologies and explored the future of watches such as our proprietary light-powered Eco-Drive technology, which originally debuted 40 years ago, and state-of-the-art satellite-synchronised timekeeping.



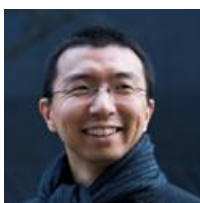
*The final design and specifications are subject to change without notice.

*Eco-Drive and Super Titanium are trademarks of Citizen Holdings Co., Ltd.

【Reference】

Design adviser

Sou Fujimoto, Architect



Hokkaido-born Sou Fujimoto graduated from the Department of Architecture, Faculty of Engineering at the University of Tokyo. He established his own office, Sou Fujimoto Architects in 2000. Among numerous awards, Mr. Fujimoto won the first prize for the invited design competition “Ecole Polytechnique Learning Center at Paris-Saclay University,” in Paris, France in 2015, and was a winner of the “Architectural Folie of the 21st Century” competition in Montpellier, France.

Brand adviser

Yoshiko Ikoma, Fashion journalist



Yoshiko Ikoma has served as vice-chief editor of the Japanese editions of *Vogue* and *Elle*, and was subsequently chief editor of Japanese edition of *Marie Claire*. After leaving that position in 2008, she now works as a freelance journalist creating projects centered on fashion and lifestyle, including social actions, ecology projects and “Cool Japan” projects, while also contributing articles to newspapers and magazines. She launched a project called WAO to introduce traditional Japanese crafts.

Product Concept

-A Watch that “Feels” Time-

Time is invisible to the human eye.

That very invisibility gives Time its infinite richness.

Light, too, has neither shape nor form. But in its flickering transience we feel Time pass.

Can we mechanise Time and make it visible, while still retaining its essential invisibility?

Can a watch give form to Light and make us “feel” Time through its shimmering glow?

In seeking to create a new way of “feeling” Time, somewhere between the visible and the invisible,

I delved deep into the nature of Time and Light, creating this watch, with its hands that move amid half-transparent Light like subtle premonitions.

Design adviser Sou Fujimoto



Nishijin-textile

HOSOO



HOSOO is a Kyoto-based textile maker founded in 1688. The company specialises in superior quality fabrics for high-end interior design and fashion, utilizing the time-honored expertise in manufacturing Nishijin-brocade. Nishijin is a special yarn dyeing and weaving technique developed over 1,200 years ago that is used for garments such as kimonos. HOSOO is actively developing innovative fabrics using this

tradition, targeting the global luxury market.

Urushi (Japanese lacquer)

URUSHI SAKAMOTO CO., LTD



Founded in 1900, URUSHI SAKAMOTO CO., LTD is a renowned, long-established Japanese lacquer manufacturer. Under the theme of “Infusion of tradition and modern concepts,” its wide product lineup ranges from accessories to industrial products. Currently URUSHI SAKAMOTO CO. is establishing partnerships with companies from various industries to communicate the excellence of Japanese lacquerware worldwide. Some of the company’s works are included in the permanent collection of the New

York Museum of Modern Art.

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The New PROMASTER SATELLITE WAVE -GPS



PROMASTER SATELLITE WAVE -GPS
CC9020-54E

*Inspired by the professional pilot's fearless aspiration for soaring to new heights,
the high-end model of PROMASTER SKY series is now available for your wrist.*

Launched in 2011, the original Eco-Drive^{*1} SATELLITE WAVE was the world's first watch capable of syncing with GPS satellites in space. Since introducing this ground breaking innovation, CITIZEN has become a world leader in creating GPS satellite-synchronised timepieces. In 2016, CITIZEN proudly announces that latest addition to the PROMASTER SKY series- PROMASTER SATELLITE WAVE –GPS. The PROMASTER collection is held in high regard among professionals and enjoys great popularity. It has built a reputation for durability surviving even the harshest conditions and has functionality that is designed to meet the highly-specialised requirements of the aviation industry.

The new high-end model of this series has a simple yet bold look befitting of a pilot's watch. The case of the new model uses Super Titanium™, CITIZEN's proprietary technology that treats solid titanium with CITIZEN's proprietary surface hardening technology, Duratect. Duratect MRK gas-hardening technology is used to make the material harder making this watch ideal for professional use. Thanks to this technology, the surface of the watch and the material inside is hardened to a depth of 20 to 30 microns, which results in superior durability under the harshest conditions. In addition to functionality and durability—both of which are critical for a pilot's watch—the impressive design completes this light-powered GPS satellite synchronised watch^{*2}.

Wear this watch on your arm and allow your aspiration for the sky and the universe GPS to fly.



PROMASTER SATELLITE WAVE –GPS		
Launch	Autumn/Winter 2016	
Ref.	CC9020-54E	CC9025-51E
Projected Price	HKD15,600	USD2,100 (Projected)
Case & Band Material	Super Titanium (Duratect MRK) Vickers Hardness:1300-1500Hv	Super Titanium (Duratect DLC+ MRK) Vickers Hardness:1000-1400Hv
Dial Colour	Black	
Crystal	Sapphire with Anti-Reflective Coating	
Case Diameter /Thickness	47.0mm / 14.6mm *Design specifications only.	
Water Resistance	WR200	
Movement	Caliber:F900, Eco-Drive, Accuracy of ± 5 seconds per month, Satellite Timekeeping System(Reception Area: Worldwide) • Global Positioning System, World Time in 40 Cities, Dual Time Display Function, Chronograph of 1/20-second measurement for 24 hours, Light-Level Indicator and Power Reserve Indicator, Perpetual Calendars , Runs 5 years on full charge (when power save function in operation)	

*1 Eco-Drive is CITIZEN's proprietary technology that powers watches using any natural or artificial light source, eliminating the need to replace batteries.

*2 GPS satellite-synchronized watch captures the date and time signals sent by GPS satellites from space — orbiting 20,000 kilometers above the Earth — bringing ultra-precise timekeeping to wherever people are on the face of the globe.

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