

Watches for the Motorsport Fan

THE F1-inspired 2014 Casio Edifice autumn/winter collection in collaboration with Infiniti Red Bull Racing available from RRP £300.00 to £450.00 with assured exclusivity with strictly limited edition production runs



The new collection represents the latest advancements in watch technology and precision. Among these, the motorsport-inspired limited edition models designed in conjunction with the four-time Formula 1 champions at Infiniti Red Bull Racing lead the way in expressing these qualities. Each watch in the collection is designed with at least one unique feature, a specific highlight of which being the debut of Bluetooth functionality.

The new range is headlined by the Edifice ERA-300RB, an Infiniti Red Bull Racing limited edition 'premium hero' watch with twin-sensor thermometer and compass. Strictly limited to just 1,800 in the UK, from a global run of just 5,000, this watch is bound to become a hit with both collectors and motorsport enthusiasts.

Six months ago, the five-strong spring/summer collection celebrated the

arrival of this year's RB10 car and marked the first time that a Casio Edifice collection included three black watch designs.

The brand-new autumn/winter collection of limited edition timepieces has taken this distinctive new look and expanded it by using attractive black-and-gold colouring across the dials of all six models. Meanwhile, the bodies and straps are available in either silver or black and in a choice of all-metal or metal and plastic construction, depending on model.

Though the colour scheme was designed to blend into the fast-paced environment of a pit garage, full LED illumination ensures the dials are always easily readable, whatever the time of day. Each of these attractive analogue timepieces also feature a stopwatch accurate to 1/100th second, 100m water resistance and solid mineral glass covering.

Due to the enduring popularity of these collaboration models, Casio has decided to stagger the release of this autumn/winter collection and its accompanying advertising on the Discovery channel. The first five watches will launch in September 2014, followed by the highly anticipated EQB-500RBK Bluetooth model in October.

The 2014 Casio Edifice x Infiniti Red Bull Racing collection costs from £ to £350.00 and is available now from Casio London (www.casioonline.co.uk) and branches of H Samuel.

For more information visit: www.edifice-watches.co.uk

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