

Message from CITIZEN

CITIZEN has long held a deep respect for craftsmanship, and our dedication to quality is reflected in all the finest details of our watches. All of us at CITIZEN enjoy the ongoing challenge of our craft, and we share a passion to bring something “better” to people’s lives—whether that is superior comfort and functionality, or timepieces that inspire a sense of wonder. We feel this spirit of fine watchmaking is one of the most important reasons our brand enjoys such strong reputation among people all over the world.


Among many inventions in our long history, in 1970 CITIZEN launched the world’s first watch made of titanium, a material that is durable, lightweight and extremely comfortable for all-day wear. At CITIZEN, we are constantly looking for ways to improve the usability of watches made of this material.

In 1976, we invented a technology to harness light from any natural or artificial source and convert it into energy to power analogue watches. This proprietary CITIZEN technology is now named Eco-Drive, and it enables our watches to be enjoyed by all the world’s citizens, which we consider as an embodiment of our brand “CITIZEN”.

We also launched the world’s first multi-band radio-controlled watch in 1993 and the world’s first light-powered satellite-synchronized watch in 2011. Going forward, we will keep improving the technologies that bring people all over the world the accurate time.

Here at BASELWORLD, CITIZEN has exhibited an installation under the theme of “light” and “time” as represented by Eco-Drive technology since 2013. By going beyond words, we hope this immersive experience enables a wider global audience to feel the beauty of the relationship between light and time. The installation comprises thousands of main plates, the base of a watch that supports all of its components. This unique creation of finely crafted watch parts floating in a visual space conveys our open-minded philosophy of watchmaking as a true manufacture d’horlogerie. And the series of this spectacular installation has caused a sensation and broken new ground regarding how to display a brand image at BASELWORLD.

This broad-ranging spirit of embracing challenge coalesces in our new brand statement “Better Starts Now,” a 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. Thanks to this belief, look to CITIZEN for the future of watchmaking.



Toshio TOKURA
President and CEO