

# 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

