

CITIZEN®

BETTER STARTS NOW

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.