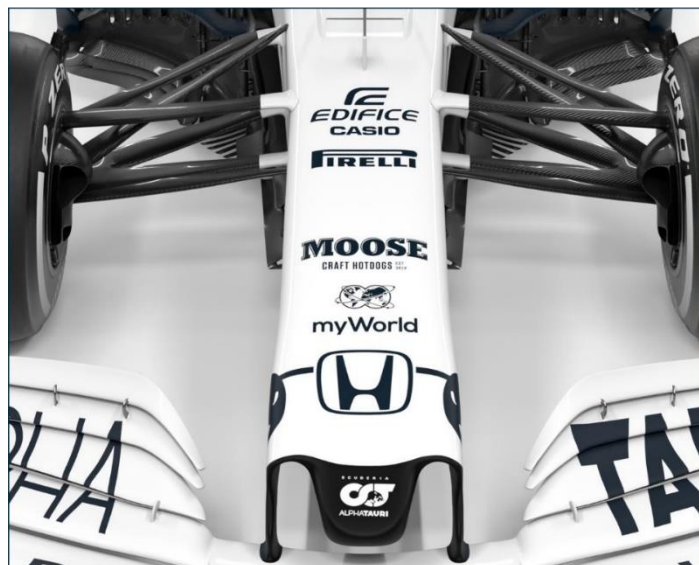


## Scuderia AlphaTauri announces partnership extension with Casio Computer Co., Ltd



Fresh from the unveiling of the new car livery in Salzburg, Austria, Scuderia AlphaTauri is delighted to announce a multi-year extension of its longstanding partnership with Casio Computers Ltd. The partnership, which began in 2016, has proved to be hugely successful in promoting the Casio Edifice timepiece and both parties are excited about the future.

Speaking ahead of pre-season testing in Barcelona, Casio Computer Co., Ltd Timepiece Sales Promotion Department General Manager Takashi Uema, commented: "The synergies between our respective businesses are clear. However, we've worked extremely closely with the team over the past 12 months to refine our approach and maximise the incredible opportunity working with a Formula 1 team provides. As the sport evolves, so must our approach to marketing the Edifice brand and a big part of the decision to extend our partnership has been down to the way Scuderia AlphaTauri has got to understand our brand and, most importantly, our audience and find new ways create a closer and longer-term relationship with them."

Franz Tost, Scuderia AlphaTauri Team Principal: "I'm delighted that Casio Edifice has seen such positive business outcomes from their partnership with us and we look forward to supporting them drive sales in the future as they develop more special edition watches, which I know are always a firm favourite with our fans. The technology in their timepieces is very useful to the Team and our fans, in particular the high level of accuracy and the automatic time zone adjustment. It's always extremely satisfying when a valued partner shows their faith in the team by extending the relationship and I'm extremely grateful to Mr Uema and everyone at Casio Computers Ltd for their ongoing support."

The EDIFICE brand of metallic analogue watches features a dynamic design and functions based on advanced electronic technology that evokes the sense of speed found in motorsports. With the EQB-1000, the flagship model launched last year, Casio achieved a slimmed-down case just 8.9 mm deep with cutting-edge smartphone link functions that automatically update the time. This high-performance chronograph is increasingly popular, especially among motorsport fans.

Hi-res still and moving images are available on:  
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