

CITIZEN

THE 50TH ANNIVERSARY OF THE TITANIUM WATCH

CITIZEN embarked on the research and development of titanium as a material for watches in the 1960s. In 1970, the brand unveiled the world's first titanium watch: the X-8 Chronometer.

Back in the 1960s, the exteriors of most watches were brass with metal plating. Since the plating often peeled off and the watches were rust-prone, the idea of a watch being something that lasted a lifetime was little more than a fantasy.

Processing was not the only challenge. Titanium also lacks any natural lustre and scratches very easily. CITIZEN's research into surface treatment focused on improving titanium's appearance and boosting its hardness. These efforts produced a series of new technologies including glass multilayer coating, but the biggest breakthrough was the invention of Duratect, CITIZEN's proprietary surface-hardening technology. Thanks to Duratect, CITIZEN became able not only to create beautifully finished scratch-resistant polished surfaces, but also to produce titanium watches in an unprecedented range of colours.

In 1970, CITIZEN unveiled the world's first titanium watch: the X-8 Chronometer. Stronger. More elegant. More comfortable.

CITIZEN has launched a special website celebrating the 50th anniversary of titanium technology.

www.citizenwatch.com

It is because CITIZEN believes in titanium's potential that it spent half a century on refining the technology. Lightweight. Scratch resistant. Gentle on the skin. Corrosion resistant. CITIZEN Super Titanium™



CITIZEN TITANIUM

All set for
the future.



the harmonious blending
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technology. High style
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The world's first
titanium watch, the X-8
Chronometer,
released in 1970

The Citizen Titanium Collection. The Light and the Lasting.

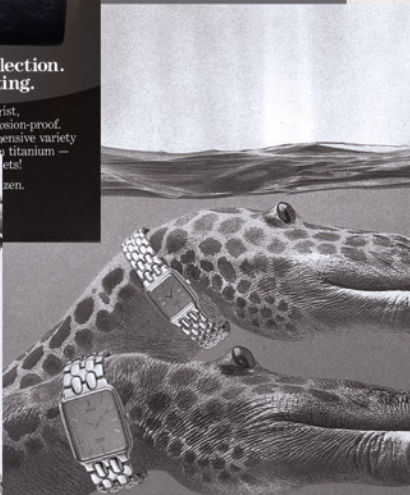
Titanium: feather-light on your wrist,
silky-smooth to the touch; tough and corrosion-proof.
Only Citizen lets you choose from a comprehensive variety
of exquisitely styled and crafted timepieces in titanium —

Show them your time is valuable

The watch you wear tells a lot more than the time. It shows the importance
you place upon precision, style and design.
which is why, off over the world, Citizen's time is valuable.
Behind each Citizen chronograph is a ready, steady state of
mechanisms, the perfection of today's mechanics and tomorrow's micro-
electronics incorporated in the design, for our amazing quartz accuracy
technology allows. Precision is only one of the many reasons you choose Citizen,
and it's the only one that's guaranteed. Our functional excellence and
craftsmanship makes design. Our new chronographs, for example, are
the most modern quartz chronographs in gold cases with sapphire glass.
Find it with Citizen, and you're good.



CITIZEN



NOBLIA
CITIZEN

© 1998 Citizen Watch Co., Ltd. Chronograph in titanium and gold cases, sapphire glass,
resizable, date, alarm and time functions, water-resistant to 100 meters.



CITIZEN's latest Super
Titanium Watch
PROMASTER SKY
CC7014-82E.

