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PROFILE: multiple functions, extremely tough, modern sporty design

TARGET GROUP: male, individualists, trend sports enthusiasts

BABY-G PAGES 07-08

PROFILE: sophisticated functions, ultramodern, playful or chic

TARGET GROUP: female, self-confident, music and fashion lovers

RADIO CONTROLLED WATCHES PAGE 09

PROFILE: radio signal receiver ensures exact time display, distinguished business look

TARGET GROUP: predominantly male, technology fans, business people

EDIFICE PAGES 10-13

PROFILE: from elegant and classic to sporty and functional, good price-performance ratio

TARGET GROUP: male and female, fashion-conscious, design-oriented

PRO TREK PAGE 13

PROFILE: functional watches for special outdoor activities and sports (trekking etc.)

TARGET GROUP: male and female, nature lovers, leisure athletes

CASIO COLLECTION PAGES 14-15

PROFILE: from metallic design to sporty, reasonably priced

TARGET GROUP: male and female, price- and fashion-conscious customers



G-Hybrid
Maximum quality coupled with tough design: the G-Hybrid models. Equipped with radio-controlled and Tough Solar technology, and made from a sophisticated combination of stainless steel and resin, they are guaranteed to stand up to every test.

5064 MTG-1500-1AER
Stainless steel/Resin

Solar
CTL920
T

TOUGH MVT. The **TOUGH MOVEMENT** technology unites four innovative functions:

- **WAVE CEPTOR:** Multiband 6 technology for radio reception in Europe, Japan, the USA and China.
- **TOUGH SOLAR:** The energy supply system continuously charges the watch with the aid of solar cells.
- **Hybrid construction:** A special combination of light resin and tough metal increases the shock resistance and life of the watch module.
- **Hand adjustment:** The automatic hand adjustment function checks the hand settings every hour and corrects them if necessary – not only for inaccuracies caused, for example, by knocks, but also for those resulting from magnetic influences.

WAVE CEPTOR

Hybrid construction

The module is particularly well protected against horizontal and vertical shocks.

Hand adjustment

TOUGH SOLAR

5022 MTG-1000-1AER
Stainless steel/Resin

Solar
CTL1025
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TOUGH SOLAR

5022 MTG-1000BR-1AER
Stainless steel/Resin

Solar
CTL1025
T

TOUGH SOLAR

5064 GW-2500BD-1AER
Stainless steel/Resin

Solar
CTL920
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