

Advances by the Citizen Group

Imbuing the Future with the Spirit of the Past

In 1924, Citizen's predecessor, the Shokosha Watch Research Institute, developed its first pocket watch. Reflecting its desire to build a watch "loved by citizens," the institute named it the "CITIZEN."

"We try to help enrich people's lives around the world by producing products that are loved and favored by worldwide citizens." This corporate philosophy clearly embodies the mission that has been handed down to us at the Citizen Group. In our aim to be a truly global company capable of providing the value the global market demands on an ongoing basis, we have transformed ourselves by leveraging the expertise cultivated in our watches and clocks business and through watch manufacturing.

As a company "contributing to striving to be respected by citizens of the world," the Citizen Group will apply its sense of speed and dynamism toward achieving further growth. We will continue to do our utmost for customers throughout the world.

Technological Advances and the Citizen Group's Business



