

CASIO to Release G-SHOCK MR-G × BRUCE LEE Collaboration Model



MRG-G2000BL

Norderstedt, April 21, 2020 — CASIO announced today the release of the MRG-G2000BL, a new addition to the MR-G Series, the flagship series of G-SHOCK brand of shock-resistant watches. A total of only 300 copies of the limited edition watch, which is a collaboration model featuring legendary action film star Bruce Lee, who would have turned 80 years old this year, will go on sale worldwide.

The new MRG-G2000BL was envisioned as a collaboration model between Bruce Lee, whose combination of world-class physical and mental toughness continues to captivate people today, and the ever-evolving MR-G series, top of the G-SHOCK line, which likewise continues to deliver an uncompromising commitment to materials, structure, processing, and finishing.

The colors black and yellow are used for the case and the band respectively, recalling the iconic tracksuit worn by Bruce Lee in his last film to be released. In addition, the colors yellow and red, which appear in the emblem of Jeet Kune Do, the martial arts philosophy founded by Lee, are used for the indices, and for the MR-G logo and second hand, respectively.

The entire watch expresses the philosophical thinking behind Jeet Kune Do, as well as the philosophy of its creator Bruce Lee. The bezel is engraved with “Using no way as a way, having no limitation as limitation,” a phrase that expresses the limitless potential of Jeet Kune Do, while its symbol, with the same phrase in Chinese, is engraved on the case back. The 3 o’clock position on the dial is also decorated with Bruce Lee’s signature using the Chinese character “龍,” or dragon, Bruce’s nickname. These and other features make the MRG-G2000BL a special model very much alive with the energy of Bruce Lee, whose intense spirit transcends the generations.

The model is based on the MRG-G2000 of the flagship MR-G series, which matches the legendary action film star’s combination of strength and beauty while also delivering tons of advanced technology. The MRG-G2000BL features time adjustment using radio wave time-calibration signals,

GPS satellite signals, and Bluetooth® to ensure accurate time reflecting time zone changes around the world and daylight savings time.

Bruce Lee

Lee Jun-fan (Chinese: 李振藩; November 27, 1940 – July 20, 1973), known professionally as Bruce Lee (Chinese: 李小龍), was a Chinese-American actor, director, martial artist, martial arts instructor, and philosopher. He was the founder of Jeet Kune Do, a hybrid martial arts philosophy drawing from different combat disciplines that is often credited with paving the way for modern mixed martial arts (MMA). Lee is considered one of the most influential commentators, critics, advocates, and martial artists of all time and is a pop culture icon of the 20th century who bridged the gap between East and West. He is often credited with helping to change the way Asians were presented in American films.

*1 The Bruce Lee name, image, likeness and all related indicia are intellectual property of Bruce Lee Enterprises, LLC. All Rights Reserved. www.brucelee.com.



MRG-G2000BL-9A



Case back



Lee's "dragon" signature on the dial



Special package

Specifications

Construction		Shock-resistant
Water Resistance		200 meters
Magnetic Resistance		ISO 764-compliant magnetic resistance
GPS Signal Frequency		1575.42 MHz
Radio Frequency		77.5 kHz (DCF77: Germany); 60 kHz (MSF: UK); 60 kHz (WWVB: USA); 40 kHz (JJY: Fukushima, Japan) / 60 kHz (JJY: Kyushu, Japan); 68.5 kHz (BPC: China)
GPS Signal Reception		Time-calibration (auto,* manual); acquisition of position information (manual) * GPS signals are received automatically when the watch recognises they are available in the area.
Radio Wave Reception		Automatic reception up to six times a day (except for use in China: up to five times a day)
Communication Specifications	Communication Standard	Bluetooth® low energy
	Signal Range	Up to 2m (may differ depending on surrounding conditions)
World Time		39 cities (39 time zones*, daylight saving on/off) and Coordinated Universal Time, auto summer time (DST) switching * May be updated when connected to a smartphone.
Stopwatch		1/1-second stopwatch; measuring capacity: 24 minutes; elapsed time
Countdown Timer		Measuring unit: 1 second (maximum 24 hours)
Alarm		1 independent daily alarm
Other Functions		Smartphone Link functions (world time: over 300 cities, automatic time adjustment, easy watch setting); auto hand home position correction (hour, minute and second hand); full auto-calendar; 12/24-hour format; battery level indicator; LED light (Super Illuminator with afterglow)
Power Source		Tough Solar power system (solar-charging system)
Continuous Operation		About 23 months with the power-saving function* ON after full charge *Power-saving after a certain period in a dark location
Size of Case		54.7 × 49.8 × 16.9 mm
Total Weight		Approx. 152g

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