

Casio to Release Second Rui Hachimura Signature Model

Design Inspired by the National Flag of Benin, Hachimura's Ancestral Home



GM-110RH-1AER

Norderstedt, August 18, 2021 — Casio Europe GmbH announced today the release of the GM-110RH, a new addition to the G-SHOCK brand of shock-resistant watches. The GM-110RH is the second signature model designed in collaboration with NBA pro Rui Hachimura.

Hachimura is the first Japanese national ever to be taken in the first round of the NBA draft (2019). This season, Hachimura continues to be a centerpiece of his team, and his impact is expected to grow in the future. Casio signed a global partnership agreement with Hachimura in November 2019 to support him in tackling the tough challenges that lie ahead.

The new GM-110RH is a signature model designed in collaboration with Hachimura, who has been a G-SHOCK fan since he was in school. The GM-110RH is based on the GM-110, which features a metal bezel and a stylish design. The watch face and band loop on the GM-110RH feature yellow, red, and green accents inspired by the colors of the national flag of Benin, Hachimura's ancestral home. The yellow hour hand, red minute hand, green inset dial, and Y-shaped bridge are laid out for optimum visibility.

The new watch not only comes with a basic black urethane band, but also a urethane band with a West African kente-cloth motif inspired by the traditional clothing of the region — and it is easy to switch between them. Hachimura's signature "Black Samurai" logo is engraved on the back plate, band loop and special packaging. The symbol 八 (*hachi* in Japanese, meaning "eight") represents both his name and jersey number.

Hachimura had this to say about the new model: "The watch draws inspiration from my roots in Benin and Africa, which are very important to me. The band design and watch face evoke elements of Beninese culture and I am delighted at how Casio brought my ideas to life."



Special packaging



Additional band with kente-cloth motif



Rui Hachimura's signature "Black Samurai" logo

Profile of Rui Hachimura



Hachimura began playing basketball in earnest in middle school. While at Meisei High School in Miyagi Prefecture, he led his team to three consecutive victories in the All-Japan High-School Tournament. While still a student, he was selected as a candidate to play for Japan's national team. In 2016, Hachimura attended Gonzaga University in the U.S., a school with a highly respected basketball program in the National Collegiate Athletic Association (NCAA). In his third season as a key player, the Gonzaga Bulldogs made it

to the Elite Eight in the NCAA tournament, and he won the Julius Erving award as the best small forward that season. In 2019, Hachimura became the first Japanese national ever to be taken in the first round of the NBA draft, and joined the Washington Wizards. He played in 48 of 72 games his rookie season, and his stellar performance earned him a spot on the second-team NBA All-Rookie Team. The 23-year-old native of Toyama Prefecture stands 203 centimetres tall and weighs 104 kilograms.

Specifications

Construction	Shock-resistant
Water Resistance	20 bar
Magnetic Resistance	ISO 764-compliant
World Time	31 time zones (48 cities + Coordinated Universal Time), daylight saving on/off, home city/world time city swapping
Stopwatch	Measuring unit: 1/100 second; measuring capacity: 999:59'59.99"; measuring modes: elapsed time, split time, 1st-2nd place times
Countdown Timer	Measuring unit: 1 second; countdown range: 24 hours; countdown start time setting range 1 minute to 24 hours (1-minute increments and 1-hour increments)
Alarm	5 daily alarms (with 1 snooze alarm); hourly time signal
Other Functions	Full auto-calendar (to year 2099); 12/24-hour format; button operation tone on/off; LED light (auto light, Super Illuminator, afterglow with selectable illumination duration: 1.5 or 3 seconds)
Accuracy at Normal Temperature	±15 seconds per month
Battery Life	Approx. 3 years on SR927W x 2
Size of Case	51.9 x 48.8 x 16.9 mm
Total Weight	Approx. 101g (with black urethane band)