

Seiko SHC033 Pepsi

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A great beater, that wears easy

There is a "factory" Seiko store about 45 min from home. No factory nearby, but that's ok.

I came across this model in a showroom case. I liked the 11mm thick(thin)ness compared to the thicker automatics. It has the 200m water resistance rating, the crown at 4 o'clock is nice, and the one-way ratcheting bezel is solid.

comes stock on the rubber strap which is ideal. this is a great yard-work/chores watch as the bezel is curved in profile so snags on little, and the rubber strap is both inexpensive if you damage it, and odor/sweat impervious useful for those hot and humid days.

The colors turn heads, but probably b/c some think it's GMT Master at first glance.

The satin case finish add to the low-key nature of this watch, which is good day or nite. I bought in early 2003, and no battery change yet (it does have second-hand-jump style battery meter)

In North America, the model sold has the day portion of the day/date wheel available in English/Spanish.