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CITIZEN
ECO-DRIVE

**CITIZEN ECO-DRIVE. FUELED BY
LIGHT, IT NEVER NEEDS A BATTERY.**

Established in 1918, Citizen has achieved recognition as a global brand and has been the world's largest watchmaker since 1986. Known for its distinguished style and unstoppable quality, the Citizen Eco-Drive collection of light powered watches is the most ecologically friendly in the industry. Enough energy is stored to power your watch for at least 6 months, even in the dark. Green living, corporate social responsibility and social consciousness were the impetus for creating Eco-Drive light powered technology. Don't just wear a watch, make an Eco difference. Bonica is your exclusive supplier for Citizen Watches to the promotional industry.

**ECO-DRIVE
HOW IT WORKS**

*ECO-DRIVE
COMMENT ÇA MARCHE?*

**Natural and artificial
light is absorbed.**

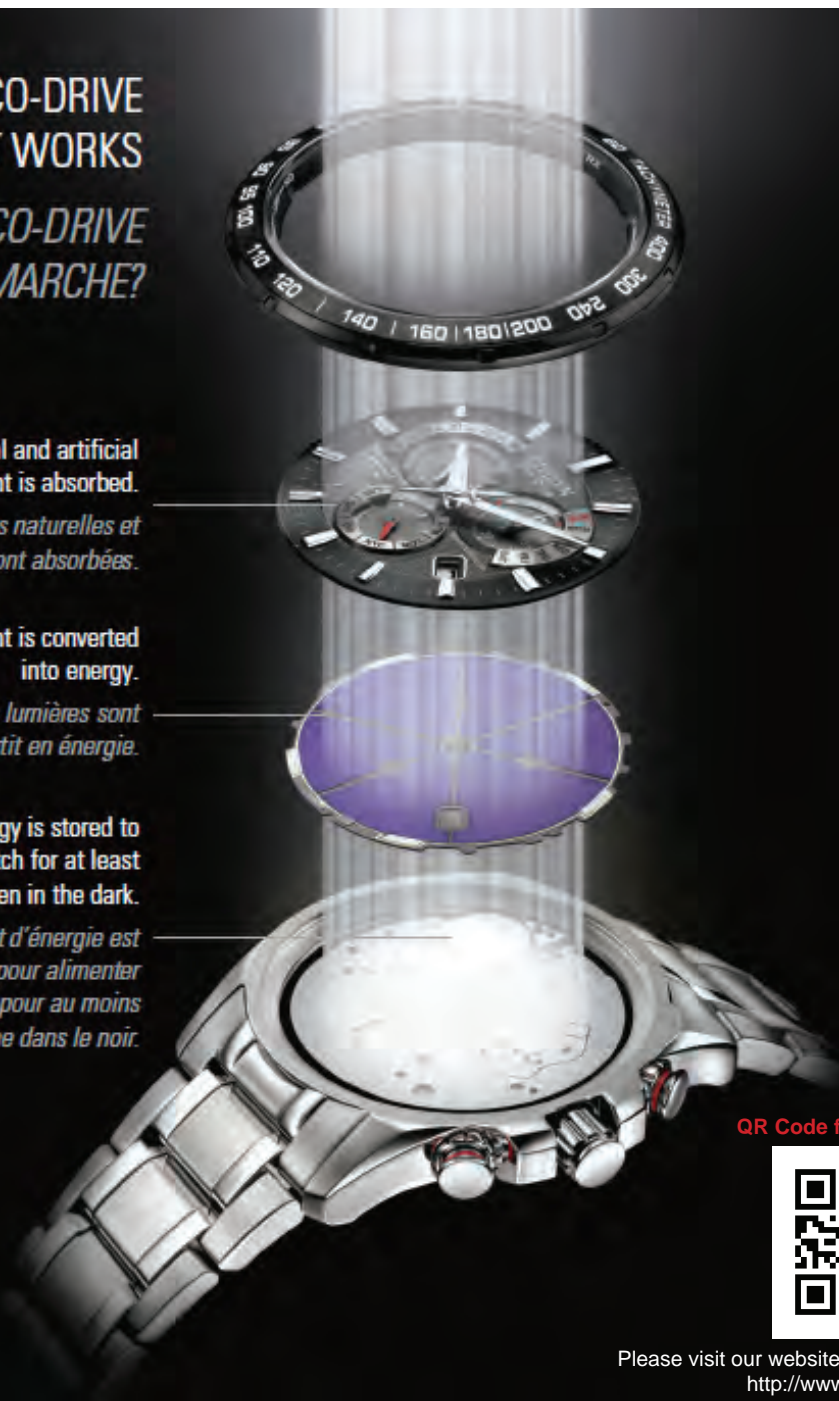
*Les lumières naturelles et
artificielles sont absorbées.*

**This light is converted
into energy.**

*Les lumières sont
convertit en énergie.*

**Enough energy is stored to
power the watch for at least
6 months, even in the dark.**

*Suffisamment d'énergie est
emmagasinée pour alimenter
la montre pour au moins
6 mois, même dans le noir.*



QR Code for Intro Video



Please visit our website for more options.
<http://www.bonicate.com/>

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CITIZEN
ECO-DRIVE.



BM6550-58E



EW9700-56E

BM6550-58E Gents'
EW9700-56E Ladies'

Eco-Drive tonneau shaped stainless steel case and bracelet with black dial. Deployment clasp with push button. Water resistant, with date.

1-11 \$295.00

12+ \$285.00

2C



BM6670-56E



EW1410-50E

BM6670-56E Gents'
EW1410-50E Ladies'

Eco-Drive round stainless steel case and bracelet with black dial. Water resistant, with date. Deployment clasp with push button.

1-11 \$295.00

12+ \$285.00

2C



BM6560-54H



EW1400-53H

BM6560-54H Gents'
EW1400-53H Ladies'

Eco-Drive round titanium case and bracelet with black dial. Fold-over clasp with push button. Water resistant, with date.

1-11 \$375.00

12+ \$365.00

2C



BM6010-55A



EW1250-54A

BM6010-55A Gents'
EW1250-54A Ladies'

Eco-Drive round stainless steel case and bracelet with grey dial. Water resistant, with date. Fold-over clasp with push button.

1-11 \$260.00

12+ \$250.00

2C



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CITIZEN



BM7264-51A



EW1914-56A

BM7264-51A Gents'
EW1914-56A Ladies'

Citizen Eco-Drive round two tone stainless steel case and bracelet, white dial, date.

Water resistant, fold over clasp with push button.

1-11 \$295.00
12+ \$285.00
2C



BM7262-57A



EW1912-51A

BM7262-57A Gent's
EW1912-51A Ladies'

Citizen Eco-Drive round gold tone stainless steel case and bracelet, white dial, date.

Water resistant, fold over clasp with push button.

1-11 \$295.00
12+ \$285.00
2C



BM7094-50A



EW1544-53A

BM7094-50A Gents'
EW1544-53A Ladies'

Eco-Drive round two tone stainless steel case and bracelet with full figured white dial.

Water resistant, with date.
Fold-over clasp with push button.

1-11 \$265.00
12+ \$255.00
2C



BM8454-93A



EW3154-90A

BM8454-93A Gents'
EW3154-90A Ladies'

Eco-Drive round stainless steel two tone case and expansion bracelet with bone white dial.
Water resistant, with day/date.

1-11 \$215.00
12+ \$205.00
2C

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CITIZEN
ECO-DRIVE



BL6052-51E



EX1072-54E



BM6552-52E

BL6052-51E Gents'
EX1072-54E Ladies'

Citizen Eco-Drive rectangle gold tone stainless steel case and bracelet. 8-diamond black dial. Water resistant, deployment clasp with push-button.

1-11 \$375.00
12+ \$365.00
2C

BM6552-52E Gents'

Eco-Drive tonneau shaped stainless steel gold-tone case and bracelet with black dial. Deployment clasp with push button.

Water resistant, with date.

1-11 \$325.00
12+ \$315.00
2C



AU1054-54G



BL6057-58E



BM6555-54E

AU1054-54G Gents'

Eco-Drive round stainless steel with black ion plating and stainless steel accents with black dial. Water resistant, with date. 8 diamonds on dial. Fold over clasp with push button.

1-11 \$375.00
12+ \$365.00
2C

BL6057-58E Gents'

Citizen Eco-Drive rectangle black ionplated stainless steel case and bracelet, 8-diamond black dial, 33x28mm case. Water resistant, with date. Deployment clasp with push-button.

1-11 \$375.00
12+ \$365.00
2C

BM6555-54E Gents'

Eco-Drive tonneau stainless steel black tone case and bracelet with black dial. Water resistant. Deployment clasp with push button. Water resistant.

1-11 \$350.00
12+ \$340.00
2C



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BL6050-57E



EX1070-50D

BL6050-57E Gents'
EX1070-50D Ladies'

Eco-Drive cushion stainless steel case and bracelet, 8-diamond black dial (on Gent's Model), 8-diamond white mother-of-pearl dial (on Ladies' Model). Water resistant, with date and push-button activated deployment clasp.

1-11 \$375.00

12+ \$365.00

2C



EW0894-57D

EW0894-57D Ladies'

Eco-Drive round two tone stainless steel case and bracelet with mother-of-pearl dial. Cabochon crown. 24 diamonds. Water resistant. Fold-over clasp with push button. With date.

1-11 \$495.00

12+ \$485.00

2C



EW1616-54D

EW1616-54D Ladies'

Eco-Drive round rose gold two tone stainless steel case and bracelet with mother-of-pearl dial. 12 diamonds. Water resistant. Fold over clasp with push button. With date.

1-11 \$375.00

12+ \$365.00

2C



EW1613-52D

EW1613-52D Ladies'

Eco-Drive round rose gold tone stainless steel case and bracelet with mother-of-pearl dial. 12 diamonds. Water resistant. Fold over clasp with push button. With date.

1-11 \$375.00

12+ \$365.00

2C

CITIZEN ECO-DRIVE. FUELED BY LIGHT, IT NEVER NEEDS A BATTERY.

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**BM6759-03E Gents'
EW1569-01E Ladies'**

Citizen Eco-Drive round rose gold-tone stainless steel case, brown leather strap, black dial. Water resistant, with date.

1-11 \$225.00
12+ \$215.00
2C



BM6759-03E

EW1569-01E

**BM6758-06A Gents'
EW1568-04A Ladies'**

Citizen Eco-Drive round stainless steel case, black leather strap, silver-tone dial, buckle. Water resistant, with date.

1-11 \$215.00
12+ \$205.00
2C



BM6758-06A

EW1568-04A

**BL6005-01E Gents'
EW9215-01E Ladies'**

Eco-Drive black stainless steel case and black leather strap with black dial. Water resistant.

1-11 \$225.00
12+ \$215.00
2C



BL6005-01E

EW9215-01E

**BW0072-07P Gents'
EW8282-09P Ladies'**

Eco-Drive yellow tone case and brown leather strap with champagne dial. Water resistant, with date.

1-11 \$185.00
12+ \$175.00
2C



BW0072-07P

EW8282-09P



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BL8000-54L

BL8000-54L Gents'

Eco-Drive round stainless steel case and bracelet with blue dial. Retrograde perpetual calendar.
Alarm.
Dual time.
Month-day-date.
Water resistant (100M).
Non-reflective crystal. Fold-over clasp with hidden double push-button.

1-11 **\$575.00**
12+ **\$565.00**
2C



BM7100-59E

BM7100-59E Gents'

Eco-Drive round stainless steel case and bracelet with black dial. Sapphire glass.
Water resistant (100M).
With date.
Fold-over clasp with push button.

1-11 **\$325.00**
12+ **\$315.00**
2C



CA0265-59E

CA0265-59E Gents'

Citizen Eco-Drive round black ion plated titanium case and bracelet with black dial. Sapphire glass.
Screw-back case.
1/5sec chronograph, multi-function.
43mm case.
Water resistant.
With date
Fold-over clasp with push-button.

1-11 **\$525.00**
12+ **\$515.00**
2C



BM7170-53L

BM7170-53L Gents'

Citizen Eco-Drive round titanium case and bracelet with blue dial. Sapphire glass.
Screw-back case.
43mm case.
Water resistant.
With date.
Fold-over clasp with push-button.

1-11 **\$395.00**
12+ **\$385.00**
2C

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CITIZEN[®]
ECO-DRIVE[®]



EM7264-51E

EM7264-51E Gents'

Eco-Drive round two tone stainless steel case and bracelet, black dial, date, 40mm case. Water resistant, fold over clasp with push button

1-11 \$295.00
12+ \$285.00
2C



BM6010-55E

BM6010-55E Gents'

Eco-Drive round stainless steel case and bracelet with black dial. Water resistant. Fold-over clasp with push button. With date.

1-11 \$260.00
12+ \$250.00
2C



BM8402-54P

BM8402-54P Gents'

Eco-Drive round gold tone stainless steel case and bracelet with champagne dial. Water resistant. Fold-over clasp with push button. With day/date.

1-11 \$325.00
12+ \$315.00
2C



BM7100-16E

BM7100-16E Gents'

Eco-Drive round stainless steel case with black leather strap and black dial. Sapphire glass. Water resistant, with date.

1-11 \$275.00
12+ \$265.00
2C



EG2692-54D

EG2692-54D Ladies'

Eco-Drive baguette gold tone stainless steel case and bracelet with mother-of-pearl dial. Water resistant. Jewellery clasp with push button.

1-11 \$350.00
12+ \$340.00
2C



EG2382-51A

EG2382-51A Ladies'

Eco-Drive bangle bracelet (adjustable). Gold-tone case. Swarovski® crystal. Water resistant. Jewellery clasp.

1-11 \$275.00
12+ \$265.00
2C



EX1082-51A

EX1082-51A Ladies'

Eco-Drive round gold-tone stainless steel case and bracelet, white dial, crystal accented bezel, 21mm case, Water resistant, jewellery clasp with push-button.

1-11 \$295.00
12+ \$285.00
2C



EW9930-56Y

EW9930-56Y Ladies'

Eco-Drive tonneau shaped stainless steel case and bangle bracelet with mother-of-pearl dial. Water resistant. Swarovski® crystal accents. Jewellery clasp.

1-11 \$260.00
12+ \$250.00
2C



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EM1032-59A

EM0132-59A Ladies'

Citizen Eco-Drive round, gold-tone stainless steel, case and bracelet, 8-diamond white dial, spherical crystal, 29mm case. Water resistant, deployment clasp with button.

1-11 \$375.00

12+ \$365.00

2C



EM1030-54A

EM0130-54A Ladies'

Citizen Eco-Drive round stainless steel case and bracelet, 8-diamond silver tone dial, spherical crystal, 29mm case.

Water resistant, deployment clasp with button

1-11 \$355.00

12+ \$345.00

2C



EW1264-50A

EW1264-50A Ladies'

Citizen Eco-Drive round two tone stainless steel case and bracelet, white dial, date 25mm case.

Water resistant, fold over clasp with push button.

1-11 \$275.00

12+ \$265.00

2C



EP5980-53A

EP5980-53A Ladies'

Citizen Eco-Drive round stainless steel case and bracelet, silver tone dial, sapphire glass, 29mm case.

Water resistant, deployment clasp with push-button.

1-11 \$325.00

12+ \$315.00

2C



EW1542-59A

EW1542-59A Ladies'

Eco-Drive round gold tone stainless steel case and bracelet with full figured white dial.

Water resistant. Fold over clasp with push button. With date.

1-11 \$265.00

12+ \$255.00

2C

BF0584-56E Gents'
EQ0564-59E Ladies'

Citizen round two tone stainless steel case and bracelet with black dial.
With day/date
Water resistant.
Fold-over clasp with push button.

1-11 \$150.00
12+ \$145.00
2C



BF0584-56E



EQ0564-59E

BF0582-01P Gents'
EQ0562-03P Ladies'

Citizen round gold tone stainless steel case and brown leather strap and champagne dial.
Water resistant.
With day/date.

1-11 \$130.00
12+ \$125.00
2C



BF0582-01P



EQ0562-03P

BF0580-06E Gents'
EQ0560-09E Ladies'

Citizen round stainless steel case with black leather strap and black dial.
Water resistant.
With day/date.

1-11 \$120.00
12+ \$115.00
2C



BF0580-06E



EQ0560-09E

BK2324-51A Gent's
EU2434-59A Ladies'

Citizen round two tone stainless steel case and bracelet with white dial.
 Water resistant.
 With date.
 Fold-over clasp with push button.

1-11 \$150.00
 12+ \$145.00

2C



BK2324-51A



EU2434-59A

BK2322-57A Gent's
EU2432-54A Ladies'

Citizen round gold tone stainless steel case and bracelet with white dial.
 Water resistant.
 Fold-over clasp with push button.
 With date.

1-11 \$150.00
 12+ \$145.00

2C



BK2322-57A



EU2432-54A

BH1370-51E Gent's
EJ5850-57E Ladies'

Citizen tank stainless steel case and bracelet with black dial.
 Water resistant.
 With date on gent's model.
 Fold over clasp with push button.

1-11 \$130.00
 12+ \$125.00

2C



BH1370-51E



EJ5850-57E



EJ6040-51D

EJ6040-51D Ladies'

Citizen SL round stainless steel case and bracelet with mother-of-pearl dial. Water resistant. Jewellery clasp. Swarovski® crystal accents.

1-11 \$140.00
12+ \$135.00

2C



EU2672-51D

EU2672-51D Ladies'

Citizen round gold-tone stainless steel case and bracelet, mother-of-pearl dial, Swarovski accented dial, date, 26mm case. Water resistant, fold-over clasp with push-button.

1-11 \$175.00
12+ \$170.00

2C



BI0970-53E

BI0970-53E Gent's

Citizen SL round stainless steel case and bracelet, black dial, 42mm case. Water resistant. With date. fold-over clasp with push-button.

1-11 \$140.00
12+ \$135.00

2C



BK4052-59E

BK4052-59E Gent's

Citizen round gold tone stainless steel case and bracelet with black dial. With day/date. Water resistant. Fold-over clasp with push button.

1-11 \$140.00
12+ \$135.00

2C



BK4050-54E

BK4050-54E Gent's

Citizen round silver-tone stainless steel case and bracelet with black dial. With day/date. Water resistant. Fold-over clasp with push button.

1-11 \$130.00
12+ \$125.00

2C



BH1372-56E

BH1372-56E Gent's

Citizen tank gold tone stainless steel case and bracelet with black dial. Water resistant. With date. Fold over clasp with push button.

1-11 \$140.00
12+ \$135.00

2C



BH1374-51E

BH1374-51E Gent's

Citizen tank two tone stainless steel case and bracelet with black dial. Water resistant. With date. Fold over clasp with push button.

1-11 \$140.00
12+ \$135.00

2C

CASEBACK ENGRAVING GUIDELINES

Engraving Citizen Case Backs

Available on most watches.

To engrave logos, a \$50.00 (g) set-up charge applies to all quantities (\$25.00 (g) for repeat orders). Running charge is \$1.25 (g). Personalization is \$ 2.50 (g) for up to 2 lines of personalization.

If you have any questions about specific models, please contact your Bonica Account Manager.

All **Eco-Drive** models have an Eco-Drive logo on the back of the case. There is room available around the logo, to engrave type – maximum **20 characters** on gent's models and maximum **12 characters** on the lady's models.

An option is to remove (buff) the Citizen information and replace with engraved copy or a logo. Buffing is \$12.00 (g). The gent's models have room for **3 lines** of engraving, up to **10 characters** per line. The lady's styles also have room for **3 lines** but a maximum of **7 characters** per line.

Citizen Quartz models have some space available around their copy information, for logos and/or type. The gent's models have room for up to **3 lines** of engraving, up to **7 characters** per line. The lady's styles also have room for up to **3 lines**, but a maximum of **5 characters** per line.

Case Back Engraving



GENT'S WATCH

LADY'S WATCH

<p>CITIZEN ECO-DRIVE</p>		
<p>BUFFED CITIZEN LOGO</p>		
<p>CITIZEN Quartz</p>		

QUICK FACTS:

Eco-Drive Models
 Gent's: Max 20 characters
 Ladies': Max 12 characters

Quartz Models
 Gent's: Max 3 lines / 7 characters per line
 Ladies': Max 3 lines / 5 characters per line

CITIZEN IMPRINT:

Screen Print on Watch

Available on most watches.

To imprint logos, a \$50.00 (g) set-up charge applies to all quantities (\$25.00 (g) for repeat orders).

Running charge is \$1.25 (g). Personalization is \$ 2.50 (g) for up to 2 lines of personalization.

If you have any questions about specific models, please contact your Bonica Account Manager.

Citizen Eco-drive Imprint Area:

- 1)Top Center
- 2)Bottom Center

Citizen Quartz Imprint Area:

- 1)Full face
- 2)Top Center
- 3)Bottom Center



CITIZEN STANDARD PACKAGING



Packaging Components



Packaging Box