



Taking Toughness to the Limit

G-SHOCK, the watch that brought the new concept of toughness to the timepiece.

It began with a reckless challenge to the conventional wisdom of the day, a developer's belief that it was possible to construct a watch that wouldn't break, even if dropped, Project Team Tough was formed to build it in 1981. The team created over 200 prototypes one after another over a period of about two years. They finally arrived at a shock-resistant structure. This marked the birth of a technology that is tough to the core.

And G-SHOCK has continued its unceasing evolution ever since, in pursuit of greater toughness in every respect, from structure and materials to functions. Today, the development team's passionate challenge and constant efforts have reached fruition in Triple G Resist, a structure with the strength to withstand 3 types of gravitational acceleration.

In its pursuit of usability under any circumstances, moreover, G-SHOCK realized the installation of Smart Access, a system assuring agile, reliable operability.

Stronger than ever, and targeting even greater strength, G-SHOCK's challenge is never-ending.