

Casio to Enter into Partnership Agreement with TOYOTA RACING CASIO and EDIFICE Logos to Appear on Racing Cars

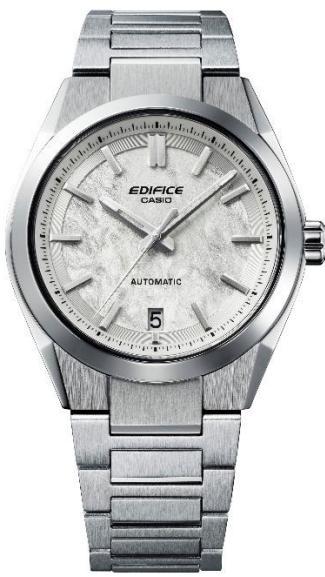


TOKYO, January 28, 2026 — Casio Computer Co., Ltd. announced today that the company has entered into a two-year partnership agreement with TOYOTA RACING, the motorsports brand operated by Toyota Motor Corporation, beginning in January 2026. Through this collaboration, Casio will further strengthen global promotional activities for its EDIFICE sports watch brand that embodies a motorsports worldview.

Driven by its Purpose — “Through the power to put wonder at hand, bring new levels of joy to lives one by one” — Casio continues to create unprecedented new value. Based on the brand concept of “Speed & Intelligence,” EDIFICE continues to deliver wonder and joy through dynamic designs that evoke a sense of speed and the use of carbon and other materials prevalent in automotive culture. Within the lineup, the EFK-100, the first mechanical watch from Casio released in 2025, was born from a desire to share the joy of driving and the pleasure of mechanical timekeeping. The watch has gained popularity among a wide range of people both in Japan and overseas. The EDIFICE lineup also features timepieces that embody the functional beauty of motorsports, including the ECB-2300 SOSPENSIONE, inspired by race-car suspension arms.

TOYOTA RACING continues to accelerate its contribution to advanced automotive technology, expand the joy of motorsports, and create the future together with new fans and partners.

This partnership agreement reflects the values that TOYOTA RACING and EDIFICE share — the determination that TOYOTA RACING brings to continuous automotive evolution, innovative technologies cultivated in the world’s top-level races, and a passion for speed, all of which resonate with the EDIFICE worldview. Throughout the FIA World Endurance Championship (WEC) season, Casio will provide EDIFICE timepieces to the competing TOYOTA RACING team, and the CASIO and EDIFICE logos will be displayed around the headlights of the racing cars. Going forward, Casio will continue to strongly support the team as it takes on new challenges.



EFK-100



ECB-2300

TOYOTA RACING

TOYOTA RACING is one of the Toyota Motor Corporation motorsports brands, competing in the FIA WEC and NASCAR. The brand is responsible for motorsports activities focused on engine, powertrain, and advanced technology development. Starting with the 2026 season, the team changed its name from TOYOTA GAZOO Racing to TOYOTA RACING, marking a new beginning.