

# G-SHOCK

GA-2100





# GA-2100 SERIES

## Staying True, Constantly Advancing

G-SHOCK has always embraced the spirit of challenge in its untiring pursuit of the ultimate toughness. It was 1983 when the resolve to build a watch that would never break produced the very first G-SHOCK — the DW-5000. Not much later, in 1989, the AW-500 arrived, offering the same shock resistance but in an analog watch. Fast forward to today, and the GA-2100 line hits the scene — the timeless spirit of toughness of those two epoch-making models, fused with cutting-edge technologies to create timepieces like nothing you've ever seen before.

The concept of GA-2100 delivered from the DW-5000 and AW-500. The design inherited from the DW-5000. A commitment to delivering the slimmest, most compact form, but with all the strength of its predecessors intact — a feat achieved with the Carbon Core Guard structure as well as a new and improved module design. Inheriting the origin while advancing further still, the GA-2100 beautifully complements today's lifestyles. The new G-SHOCK standard-bearer is here.





# STORY

## The New Style G-SHOCK

### 1983: DW-5000

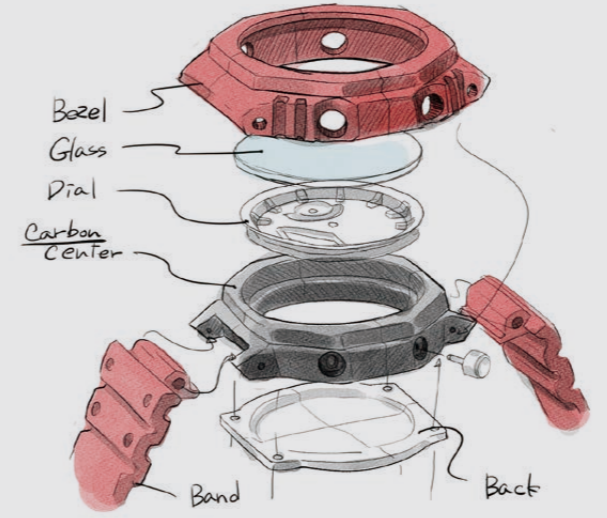
The very first G-SHOCK — the DW-5000 — debuted in 1983. Its timeless design, perfected right from the beginning, was born of a pursuit of the ultimate toughness eschewing all hints of the extraneous.

### 1989: AW-500

A design concept soon inherited by the first analog G-SHOCK model — the AW-500 — released in 1989. This concept was realized with a rock-solid design that looked almost like it was carved out of a single block of resin, removing everything non-essential.

### 2019: The GA-2100

The first GA-2100 watch was introduced in 2019, expanding the possibilities of toughness and analog style. Heir to the DW-5000 and AW-500's conceptual design frameworks, it leveraged the latest technologies to capture the essence of their identities in a new physical form. This meant nothing short of creating a new standard-bearer for G-SHOCK, re-envisioned from the vantage point of the brand's beginnings, now some 30 years after the AW-500's debut.



### Insatiable Challenge

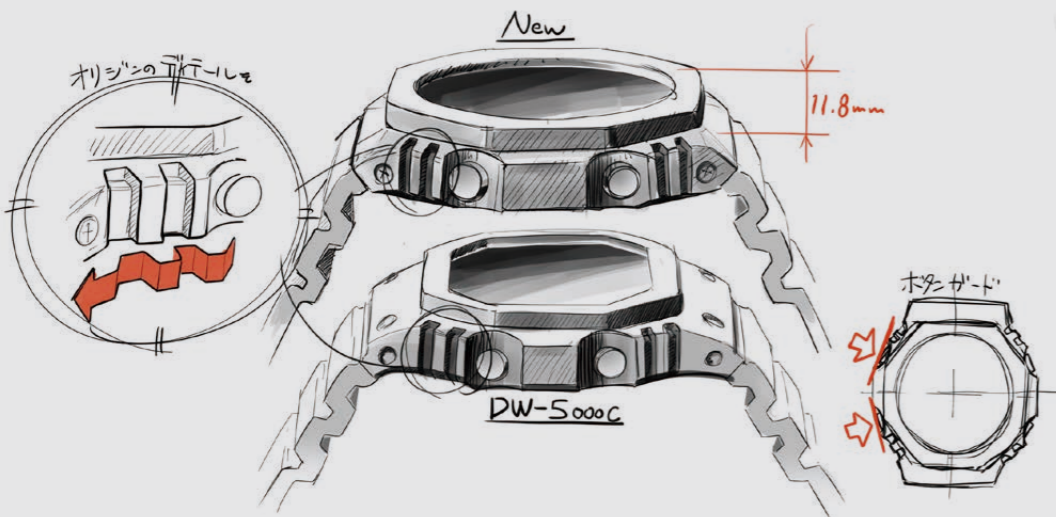
This was no design merely pursuing simplicity. The designers' intent inspires the GA-2100 down to the finest details, like dimensional dial and index. The monochromatic color scheme features an optimized combination of hues hand-selected from a range of color charts.

With pride in its unchanging form, the G-SHOCK mission is one of continuous advancement, always transcending the times, conventional wisdom, and the limits of imagination. With a toughness emblematic of the new era, the GA-2100 has arrived.

### New Technologies, New Design

The development concept: slim and compact. The determination to eschew the extraneous realized not just in design, but in size as well. It took revolutionary new technologies — from the thin module to the Carbon Core Guard structure — to achieve this. Distilling the very essence of the original DW-5000 design, the watch introduces a reconstructed form that is sure to integrate smoothly with contemporary lifestyles and fashion.

Paris, Hamburg, New York and Shanghai... impressions gathered from points all around the globe informed the design work. Countless sketches were made, and designs drawn and reviewed in a process of painstaking trial and error. At last a new watch was born, featuring a minimalist design with an octagonal bezel.





# DESIGN

## The New Style G-SHOCK

An appearance slim, compact, and simple intentionally overturns the notion that G-SHOCK watches are always massive. Heir to the essence of the very first G-SHOCK, the GA-2100 delivers the very essence of functional beauty. The ultimate in minimalist design for contemporary lifestyles.



## Octagonal Bezel

The bezel features the octagonal design motif maintained since the very first G-SHOCK. The outline a sense of stability, creating an expression of power worthy of the G-SHOCK.



## Minimal Design

Use of the latest toughness-driven construction with carbon fiber-reinforced resin made it possible to slim the case to the utmost limit. The side profile design pays homage to the very first model with its button layout, uneven surface form and fixed-angle band.



## Dimensional Dial

With a sense of depth achieved with three-dimensional molding, the dial features a minute-mark-notched dial ring, three-dimensional index cuts, a mode dial and irregular shaped LCD in a sweetly balanced arrangement. The spacious layout makes for a face design offering simplicity as well as excellent visibility.



## Monochromatic Color

The GA-2100 line comes in a thoroughly fashion-conscious color scheme. The GA-2100-4A boasts 9 different shades of red. The application of a different shade for each component — from the case exterior to the dial, dial ring, hands, LCD, buckles and more — gives the watch an overall integrated look, while bringing out an irresistible textural feel in its detailing.





# TECHNOLOGY



## Carbon Core Guard Structure

The module is protected with a carbon fiber-reinforced resin case. The special characteristics of the carbon fiber material — light weight, high strength and superior weather resistance — were leveraged to make the case as slim and compact as possible, with no compromise on shock resistance.

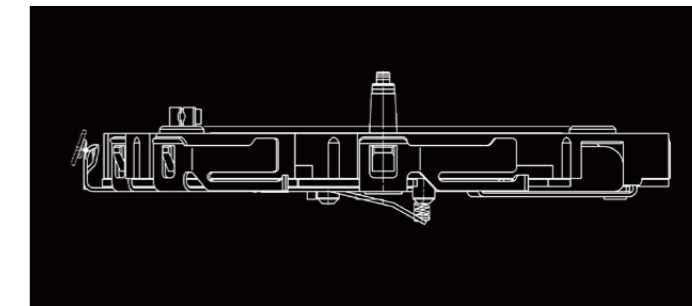
## The Challenge of a Thinner Case

The developers pursued a thinner design while still satisfying the original G-SHOCK criteria for shock resistance. They strengthened the external structure and slimmed the module, achieving wafer-thin at just 11.8mm.



## Thin Module

The module was slimmed by miniaturizing the componentry and employing optimized, high-density mounting for the circuit board structure. Combined with the Carbon Core Guard structure, these efforts made for an astonishingly smaller, slimmer case.



## Double LED Light

The double LED with high luminance brightly illuminates the dial and LCD to ensure readability in the dark.



## Slide Lever

A slide lever makes it easy to attach and remove the band — a very handy feature for cleaning and other maintenance.



## Shock-Resistant Structure and 200m Water Resistance

The shock-resistant structure protects the watch. With 200m water resistance as well, the watch is ideal for use in a wide range of locations and situations.





# LINEUP



GA-2100-1A1



GA-2100-4A



GA-2100-1A



GA-2100SKE-7A



GA-2100SU-1A



GA-2110SU-3A



GA-2110SU-9A



GA-2110ET-8A



GA-2110ET-2A

#### Specifications

• Shock Resistant • 200m water resistance • Hand-shift feature • World time • 1/100-second stopwatch • Count down timer • 5 daily alarms • Double LED light (Super Illuminator) • Accuracy: ±15 seconds per month • Battery life: Approx. 3 years



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The colors of actual products may differ somewhat from their appearance in this catalog.*

