



Neuheiten

A LEGENDARY ALLIANCE BETWEEN HUBLOT AND FERRARI THE FUSION OF TWO LUXURY BRANDS DEFINING THE FUTURE

To celebrate, Hublot is proud to unveil in Guangzhou the first genuine Ferrari-Stamped Hublot watch – a pure collectors' item of just 20 pieces - in reference to the 20th anniversary of the first Ferrari in China.

Guangzhou, 21 November 2011 - Swiss luxury watchmaking brand Hublot announced today, at this year's Guangzhou International Auto Show, that the brand has become the watchmaking partner of Ferrari. This is no simple agreement for creating a tie-in product, for licensing or sponsorship. It is a comprehensive agreement covering the full range of activities in terms of brand image and commercial activities including "Official Watch" of Ferrari, "Official Timekeeper" of Ferrari, "Official Timekeeper" of Scuderia Ferrari, "Official Watch" of Scuderia Ferrari, "Official Timekeeper" of the Ferrari Challenge, and partners in Ferrari special events with which Hublot will be closely associated.

As an ultra-exclusive symbol of the long-term partnership, Hublot is proud to unveil the first genuine Ferrari-stamped Hublot watch: A pure collectors' item which will be produced



in a series of just 20, in reference to the 20th anniversary of the first Ferrari in China. It is also a sort of special preview – in exclusivity in China - for the new Ferrari-stamped watch series that will be unveiled by Hublot at the 2012 Basel Fair.

The named Big Bang Chrono Tourbillon Ferrari is a timepiece with a sophisticated mechanism chosen especially for the occasion, a single push-piece chrono movement, with a flying tourbillon to delight the eyes of the initiated. It comes to life in a case made entirely from carbon fiber, with titanium and rubber. The whole makes for a perfect illustration of “the Art of Fusion” between great watchmaking tradition and the technology of the future, so dear to Hublot. In another mark of distinction, the sapphire crystal is solid red tinted, a technically complex process, but one that provides exceptional colour stability. Finally, the Prorusus crocodile strap with its red stitching accentuates the nobility of the watch.

Luca Cordero di Montezemolo, President de Ferrari S.p.A, commented about the new partnership: "Exclusivity, technology, passion, style: Hublot and Ferrari share many core values and this new partnership between two such highly prestigious brands is an important milestone for both. Being here at Mugello with so many of our clients, tifosi and hundreds of



stunning Ferraris has provided us with the perfect opportunity to announce the start of an

all-round collaboration that will see Hublot flanking us in our activities in the coming years”.

"This collaboration, rich in a host of synergies, gives Hublot a massive boost along the road,"

added Jean-Claude Biver, CEO of Hublot.

“Ferrari is indeed one of the leading luxury brands on the Chinese market, and Hublot is very proud to become the exclusive strategic partner of Ferrari. The win-win agreement is a symbolic of a new beginning for our two brands, and will undoubtedly be a partnership filled with thrill and passion.” Mr. Ricardo

Guadalupe, Managing Director of Hublot declared in Guangzhou.