



## Veranstaltungen

### HONG-KONG: HUBLOT UNVEILS THE BIG BANG FERRARI MAGIC GOLD

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#### **HUBLOT unveils the BIG BANG FERRARI MAGIC GOLD For the First Time in Hong Kong**

**22 Oct 2012 Hong Kong** - Hublot, the unique Swiss luxury company, symbol of the Art of Fusion in watchmaking and official watch of Ferrari, unveils the first watch designed in partnership with Ferrari - the BIG BANG FERRARI MAGIC GOLD - for the First Time in Hong Kong.

To celebrate the official launch of Big Bang Ferrari Launch in Hong Kong, Hublot is having a 7-day exhibition with the theme of "the world of Hublot & Ferrari" at Landmark, the most prestigious mall in Hong Kong. With many special guests and fans of Hublot & Ferrari in attendance, Mr. Ricardo Guadalupe, CEO of Hublot, presents the all new Big Bang Ferrari timepiece at the opening cocktail.

#### **The Big Bang Ferrari is unlike any other Big Bang.**

To start with, its design has undergone its first evolution since it was launched in 2005. A larger case (45.5 mm in diameter), more power and more mechanical features, a cylindrical bezel which offers added depth to showcase the movement which can be seen through the sapphire dial, an indexed crown (with the H logo which is automatically positioned to remain in line), elongated push buttons, fixed along a rotating axis like the pedals in a car, carbon inserts on the case



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profile, two interchangeable straps with a highly innovative quick change system, the principle for which was inspired by a seat belt, and featuring tone on tone stitching like that always used on Ferrari upholstery.

All details have been designed and crafted using a principle which is a fundamental part of the DNA of both Hublot and Ferrari: innovation, performance, technology and exclusivity. No useless gadgets. The design is functional, logical. As for the dial, the Prancing Horse is featured discreetly in relief at 9 o'clock. A minute counter is positioned at 3 o'clock (completed by a yellow date window), and the hand and the style of the indexes are inspired by the counters in a Ferrari, perfectly in line with the Italian manufacturer's sport DNA whilst adhering to Hublot's graphic codes.

Finally, and as a world first in terms of material, Hublot has decided to endow these new Ferrari-endorsed pieces with the very best its R&D department can offer by using the famed Magic Gold, a scratch-resistant 18-carat gold unveiled just 3 months ago in the Hublot foundry.

All the innovations the watch featuring emphasise their affiliation to the automotive world, and should make this Big Bang more streamlined and more mechanical - a new signature. This concept has even been extended to the presentation case for each watch – a true showcase inspired by an engine valve support, made from aluminium, with a built-in rotary system.

### **HUBLOT - BIG BANG FERRARI Launch Exhibition**

In addition to the Big Bang Ferrari timepieces, Hublot will also exhibit the 2012 novelties as well as the latest Formula One King Power limited editions.



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Date: 22 – 28 October 2012  
Time: 10am – 7pm  
Venue: The Atrium, Landmark, Hong Kong