



Neuheiten

HUBLOT BECOMES THE PARTNER OF FERRARI CLUB FRANCE

On 5 November at Mugello (Italy), Jean-Claude Biver, CEO of Hublot, and Luca Cordero di Montezemolo, CEO of Ferrari S.p.A announced a comprehensive agreement between Hublot and Ferrari, covering all their activities, relating to both the image and business of the two companies. A genuine exchange between the two brands, pooling resources and information, this is a win-win agreement making Hublot the exclusive all-round partner of Ferrari.

One aspect of this partnership in particular targets Ferrari owners & collectors worldwide, through direct cooperation between Hublot and Ferrari Clubs.

So Hublot is now pleased to announce the signature of the first agreement with Ferrari Club France. This club, which brings together Ferrari owners in France, is one of the Italian manufacturer's oldest, and was established in 1968. Hublot is becoming its Official Timekeeper, and so will support it in its various operations and outings.

Through this partnership, Hublot will also support the 18th edition of Sport & Collection 500 Ferrari against cancer. The objective of this charity event, to be held from 1st to 3rd June 2012, is to collect funds for cancer research. At this event, Ferrari lovers will be able to check out most of the Ferrari track and road models which have made the legend of the Prancing Stallion brand, as well as Hublot's latest new products, which



will be presented for the occasion.

Peter Mann, Chairman of Ferrari Club France, commented on the signature of the agreement finalised in Nyon (Switzerland) as follows : "This agreement is a meeting between two worlds of enthusiasts, a rare element in today's world. I am delighted at the journey in time that we are going to undertake together."

Jean-Claude Biver, CEO of Hublot, added : "It is a huge pleasure and above all a great privilege to become a partner of Ferrari Club France. Not only for what Ferrari Club France represents in France and worldwide, but also for its dynamism, activity and reach. And moreover, because we come from a French culture, speak French and are neighbours of France. So to be a partner of Ferrari Club France further strengthens our feeling of naturally belonging to the same family".