



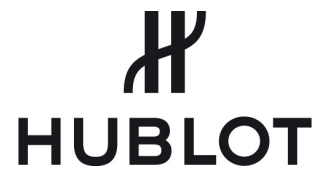
## Neuheiten

### HUBLOT CELEBRATES THE 2012 FORMULA 1 UNITED STATES GRAND PRIX BY UNVEILING THE F1™ KING POWER AUSTIN

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This year marks the grand return of Formula 1™ to the United States. The penultimate Grand Prix of the season will take place from the 16th to the 18th of November at the brand new "Circuit of The Americas" built in Austin, Texas. To mark this key event in American sporting history, Hublot, as the Official Watch of Formula 1™, has decided to introduce a special watch, the aptly-named F1™ King Power Austin, available as a limited edition of just 250 numbered pieces.

With its titanium case, a material chosen for its lightness, resistance to corrosion and biocompatibility, this watch features unique elements which ensure it stands apart, created using diverse high-tech materials directly inspired by Formula 1™, such as the carbon and titanium bezel, satin-finished with a perforated effect which brings to mind the cutting edge performance of an high tech brake disc, the start and reset push-pieces, and a 30-minute timer at 3 o'clock. The strap is made from black Hornback alligator leather, accentuating the refined



and powerful style of the piece, sewn onto black rubber which ensures that the strap is comfortable, hard-wearing and exceptionally flexible, with the red stitching subtly picking up the colour of the dial.