



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 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**.



HUBLOT - BIG BANG FERRARI Launch Exhibition

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

About Hublot and Ferrari Partnership

In November 2011, Hublot 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 all the activities of Ferrari and Hublot, both in terms of brand image and the commercial activities of both companies. Since it is a genuine exchange between the two brands, a pooling of resources and information, a win-win agreement, which was just announced on 5 November 2011 jointly by Jean-Claude Biver, CEO of Hublot and Luca Cordero di Montezemolo, President of Ferrari SpA, at the Mugello International circuit near Florence, where the Finali Mondiali Ferrari are played out to close the Prancing Horse's racing season. This will involve not just the creation of watch collections, operating a licence or sponsorship agreement. Hublot has become the exclusive watchmaking partner in the full range of Ferrari's activities: "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.

About Hublot

"Hublot? A different way to progress". So say those in the know about this unique Swiss watch company, where each and every moment moves forward to create the future at breathtaking speed. A dream, a meteoric rise initiated and developed by Jean-Claude Biver, Hublot's Chairman, along with Ricardo Guadalupe, CEO, who are responsible for turning this brand into a genuine success story in which the Big Bang, King Power, Classic Fusion and Masterpieces represent the symbols of a constantly developing tradition. From watch complications and revolutionary materials to world class collaborations such as FIFA World Cup™, Ferrari, Formula 1™, Hublot represents the "Art of Fusion" philosophy, bringing tradition into the future "to continue to wow the world of watchmaking!". Finally, on a commercial level, the network of approved retailers has grown rapidly and currently stands at **800 points** of sale and more than **56** exclusive boutiques **including** Geneva, Cannes, Saint-Tropez, Paris Place Vendôme, **London**, Berlin, Moscow, New York, Miami, Beverly Hills, Las Vegas, Singapore, Shanghai, Beijing, Hong Kong, Dubai, Abu Dhabi, Kuala Lumpur ...). For more information, visit: www.hublot.com