



Events

FERRARI RACING DAYS AUSTRALIA ON HUBLLOT TIME!

Last week-end, Hublot participated in the first Ferrari Racing Days to be held in Australia! Stage 1 – Friday 11th April – Opening Party at the Opera, Sydney. 300 guests celebrated the opening of the festivities in this landmark location that is the Sydney Opera House. The spectacular views were equaled only by the enthusiasm displayed by the guests on the eve of this major event in the Ferrari world.

Mr George Souris, Minister for Tourism welcomed the guests and officially opened the first Ferrari Racing Days in Australia. The night was attended by Herbert Appleroth, CEO Ferrari Australasia and Joel Ruiz, Brand Manager Hublot Australia & New Zealand. Central features of the event, was the new Formula 1 Ferrari exhibited in the venue as well as the Hublot Masterpiece MP-05 LaFerrari, which astounded the guests with its mesmerizing design and technical capabilities.

Stage 2 – Saturday 12th-Sunday 13th April – Sydney Motorsport Park, Eastern Creek. The Ferrari Racing Days is one of the most exciting events in the Ferrari world and for the first time, it was held in Australia. On-track, the event included the second round of the Ferrari Challenge Trofeo Pirelli Asia Pacific 2014, F1 driving demonstrations by Ferrari F1 test pilot Marc Gené and F1 and XX Clienti racing. Off-track attractions included an extraordinary display of Ferrari Supercars, such as 288 GTO, F40, Enzo and LaFerrari as well as the Classiche



Piazza featuring some of the best classic Ferrari's in Australia.

Stage 3 – Sunday 13th April – After Party at the Museum of Contemporary Art, Sydney. The closing celebration brought 300 guests together to conclude the 3 days event. The performing artist, Samantha Jade, entertained the guests while they enjoyed canapés, Veuve Clicquot Champagne and admired the Hublot watches in exhibition. The guests showed a natural interest for the Big Bang Ferrari Limited Editions and once again, were captivated by the audacity of the Masterpiece MP-05 LaFerrari.

Hublot donated for an auction during the night, a clock signed by Ferrari driver Kimi Räikkönen, to raise funds towards a specialized Youth Cancer centre at Prince of Wales Hospital in Randwick to provide support to 16-25 years olds with cancer. This celebration closed a new landmark event in the Australian socialite's agenda and punctuated the ongoing relationship between Hublot and Ferrari. The participation of Hublot in this event illustrated the deep relationship between the Luxury Swiss watchmaker and the world of performance sport.