



Events

HUBLOT KEEPS WATCH AT FERRARI ROAD RALLY IN PALM BEACH

Friends of the Brand Celebrate the U.S. Launch of the Big Bang Ferrari Timepieces

Palm Beach, FL – (March 16, 2013) – Hublot and Ferrari partnered in parading thirty Ferraris, old and new, across Palm Beach, Florida in an exciting ninety-mile car rally. As the Official Timekeeper of the Ferrari Challenge and a partner with Scuderia Ferrari, it was only natural for the Swiss luxury watch brand to team up for the day's events as the Official Chronographer and keep time between each checkpoint.

Following the rally, Hublot hosted an exclusive lunch at the Mar-a-Lago mansion, one of the most highly regarded private clubs situated right on the Atlantic coast. Palm Beach's best and brightest were treated to cocktails and formal fare while viewing the newest Hublot timepieces, which were on display for the first time in the U.S. This included the limited edition Ferrari models, the Big Bang "Red Magic Carbon", the Big Bang Ferrari "King Gold Carbon" and the Big Bang Ferrari "Ceramic".

Following the lunch, guests were whisked off to a private polo field in Wellington to watch the High Goal All-Star Polo Challenge, where top polo players from North America and South America competed for the winning title. To the delight of everyone, the match ended in a tie, an exciting finish to what was indeed a very successful day.

Hublot has a longstanding relationship with



Ferrari since November 2011. The two brands share the same fundamental values including, sport, performance and technology. Hublot recently unveiled its latest Big Bang Ferrari collection in January at the Geneva Trade Show and is gearing up to present its newest timepieces in April at BaselWorld 2013.