



OFFICIAL WATCH  
SCUDERIA FERRARI



## Hublot partners FERRARI

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, the theatre of the Ferrari World Finals, the traditional event rounding off the Prancing Stallion's sports season. Jean-Claude Biver (Head of Hublot) "We have a perfect match of two important luxury brands, of two successful brands, of two high tech and avantguard brands". Luca Di Montezemolo (President of Ferrari) "To maintain exclusivity, of course to sell fantastic products, dreams and to put together the quality and the know-how of Hublot with Ferrari materials Ferrari awareness and Ferrari spirit".