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Hublot Elevates the Competition With Ferrari Partnership


By NAZANIN LANKARANI
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PARIS — Hublot is introducing its limited-edition MP-05 LaFerrari timepiece at Baselworld with an appropriate prop: a bright red Ferrari Formula One racing car.

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The marketing partnership between Hublot and Ferrari is extensive and part of a broader strategy for raising visibility. Hublot serves as the carmaker's official timekeeper and as the producer of Ferrari's official watch for both the company and its Formula One team, Scuderia Ferrari. Last year, Ferrari's cars and Hublot's watches were featured together in more than 130 events worldwide.

 Hublot employees at its 6,000-square-meter manufacturing facility in Nyon, Switzerland, which cost a reported \$20 million. Being able to make its own movements gives the company the status of a high-end brand.


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"Our partnership with Ferrari has been extremely fruitful," Ricardo Guadalupe, the chief executive of Hublot, said in an interview by telephone.

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