



The fastest man in the world, Usain Bolt, joins Hublot in a sprint to its latest ventures

In Shanghai today, Hublot announced that the company has a new ambassador, in the form of Jamaican sprint star Usain Bolt: virtuoso of the 100 m, conqueror of the 200 m, the man who broke all the records on the athletics track joins the ranks of the exceptional sportsmen and women who are members of the Hublot family.

Nicknamed "Lightning Bolt", Usain Bolt is the fastest man of all time... Since the famous "*Big Bang*", since the creation of our planet, no man has run so far in such a short time! A sprinter who, despite towering at 196 cm (6'5"), smashes records, surpasses all the limits and shatters the very laws of human velocity! The 23 year old Jamaican athlete turned sports theories upside down when he picked up 3 world records in 2008, breaking his own personal best with alarming ease. Usain has the makings of a true champion: he combines exceptional physical qualities with the relaxed and generous attitude of the bon vivant, enjoying games and dancing in his spare time. He proved his star quality in 2009 and 2010, when he won the sports equivalent of an Oscar at the "Laureus Sports Awards", the most important honorary distinction in the international sporting calendar.

For Hublot, he is not only an outstanding sportsman, but also a man with a naturally sunny disposition, who shares his gifts with humility. Like Bolt, Hublot is dedicated to the value of sharing, and is committed to sharing the company's own success and making a contribution to support those who are less fortunate. Usain, for his part, is personally involved in a number of children's foundations, particular in Jamaica.

Jean-Claude Biver, CEO of Hublot, is very proud that Usain Bolt wears a Hublot timepiece: "It is hugely symbolic for a watchmaker to see his watch worn by the fastest man in the world! the concept of time is sacred, for him and for us... We measure time, Usain always seems to outrun it!".

Usain Bolt: "I am delighted to be an ambassador for Hublot and join some great ambassadors such as Manchester United, Diego Maradona and Ayrton Senna's family and Institute. I look forward to working together in the future and I hope my times continue to get faster with Hublot."