



Legendary cars in Switzerland on the shores of Lake Geneva with Hublot

From 6 to 8 September 2012, the town of Montreux in Switzerland on the shores of Lake Geneva became the capital of motor sport, bringing together 100 exceptional legendary cars especially for a historic rally and an exhibition unique worldwide. These cars were on loan from the Alfa Romeo Museum in Arese, the jewel of which was the Alfa P3 one-seater, which won 46 races between 1932 and 1935.

A magnificent event with which Hublot is very proud to be associated. No-one has forgotten the glory days of the Montreux Grand Prix, such as the 1934 edition with its merciless struggle between Philippe Etancelin at the wheel of his Maserati and the Alfa Romeos of the stable managed by a certain Enzo Ferrari.

For the occasion, Mr. Biver was at the wheel of his Ferrari 275 GTB 1967 to take part in the Revival between Montreux and Caux, a magical route overhanging the lake, and which he knows well since it is so close to his personal property.

The Ferrari 250 SWB 1961, the Ford GT 40, the BMW 507 from 1957, the Bugatti T35 1926, the Alfa Romeo Spyder Bertone prototypes, the McLaren M1 C from 1966, the Maserati M6 1928.... Montreux is going back to tradition, once more becoming for 3 days the capital of motor sport and elegance.

"The exceptional car or collection car are often only a child's toy, chased by the adult in pursuit of their childhood dreams. It is this emotional dimension which ultimately makes the real value, and represents the real significance of the collection car. Cars and watches both belong to the same world: of dreams and toys." **Jean-Claude Biver, Chairman of Hublot.**

Nearly 100 exceptional cars from 1946 to 1986 roared along the roads of Romandy, from Montreux to Gstaad via the Col du Pillon, along the roads of the Lavaux vineyards (Unesco classified), and ending with the Montreux-Caux Revival of just over 4 kilometres with an altitude difference of 900 metres(!). The day closed with an elegance competition, where hundreds of people thronged along the shores of the lake to admire the racing cars.

As a tribute to the past, but also aware of the challenges of the future, the organisation of the Montreux Grand Prix and its Chairman Ezio Vialmin were also pleased to welcome Erik Comas, the former F1 driver, who presented a high-performance electric car of the future unique in its kind.

HUBLOT is already present in the motoring world, as a partner of the two most prestigious international brands of this world: Ferrari and Formula 1. After partnering the 50th anniversary of the mythical Ferrari 250 GTO, Hublot is now proud to be associated with this prestigious gathering, all the more so since it is organised in its own area, as its manufacture is in Nyon in the canton of Vaud.