



Eventos

HUBLOT CELEBRATES 50 YEARS OF THE LEGENDARY FERRARI 250 GTO

This anniversary is marked by the historic gathering of 24 owners and their vehicles in one place for the first time. A watch was created to mark this occasion. What makes it so special? Every aspect was designed and developed in the spirit of the 250 GTO, and only those who own a 250 GTO can purchase it.

36. Only 36 Ferrari 250 GTOs were ever produced - with the latest selling for \$35 million! And its owners can now ALSO wear a watch which reflects their passion. Hublot is celebrating the 50th anniversary of the creation of this vehicle, one of the most legendary in the world, by creating an exclusive complication model, which can be customised with the chassis number engraved on the movement, only eligible for purchase by owners of a 250 GTO.

This watch will be unveiled during an ultra-exclusive dinner for 150 guests from across the world, taking place on 3rd July at Abbaye de Hautvillers, the historic heart of Dom Pérignon, attended by the 24 owners and their 250 GTOs. In a historic first, between the 3rd and 7th July, they will all gather in the Champagne region.

This watch – a very special limited edition – has many features which make it unique: firstly, **the 45 mm titanium case** - inspired by the Classic Fusion line, which itself was a nod to the world of the classic car – was **entirely redesigned, and rounded out**, to



mimic the magnificent curves of the 250 GTO.

The Tourbillon movement, one of Haute Horlogerie's grande complications in the world, has been specially manufactured by Hublot in skeleton form to magnificent effect, with the **barrel drum** located at 12 o'clock **featuring a design which evokes the shape of the 250 GTO's wheel rim.**

Finally, **the movement bridge on the case-back side can be customised with the chassis number** of the watch owner's vehicle if desired, and the strap is made from barenia calfskin in reference to the upholstery used in cars of this era. The watches are delivered in a Ferrari presentation case specifically made for this edition.

As a reminder, in Italy last November, **Hublot and Ferrari** announced their partnership which would make the Swiss watchmaking brand the Italian manufacturer's watch partner. This is no simple agreement for creating a tie-in product, for licensing or sponsorship. **The agreement signed covers every single one of Ferrari's activities**, and there really is no end to these: Official Watch for Ferrari, Official Timekeeper for Ferrari, Official Timekeeper for Scuderia Ferrari, Official Watch for Scuderia Ferrari, Official Timekeeper of the Ferrari Challenge, and partner for Ferrari's special events both in terms of brand image and commercial activities. In short, it is a veritable exchange, a sharing of resources and information announced jointly by Jean-Claude Biver, Chairman of Hublot and Luca Cordero di Montezemolo, Chairman of Ferrari S.p.A.