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## **Hublot teams up with Ferrari in Valencia, Spain, to celebrate the Finali Mondiali of the Ferrari Challenge and conclude an amazing year together!**

Press Release – 6<sup>th</sup> December 2012

A fantastic year across the board for Ferrari and Hublot and a highly successful first 12 months for the partnership in terms of both sales and image and, as the year draws to an end, Hublot together with Ferrari chose the Finali Mondiali in Valencia, Spain, to celebrate this amazing 2012 together and unveil the plans and ambitions for the following 2013 season.

This first year of partnership was marked by a fruitful collaboration between Ferrari and Hublot, **with over 130 events organised worldwide** where both Ferrari's sports cars and Hublot's exclusive timepieces were effectively showcased. The companies' teams collaborated closely to enhance their respective marque's synergies in events staged in important new emerging markets, such as Taiwan, as well as in support of exceptional international activities, such as the successful attempt at setting a new Guinness World Record for the largest ever parade of Ferrari cars at Silverstone. A further illustration of **the importance of the partnership between Ferrari and Hublot is the signage now in Place Vendôme, Paris which was inaugurated on the 1st of December 2012.**

This illustration in Paris recalls the launch of the first **Big Bang Ferrari in Titanium and the Magic Gold watch** at Baselworld in April. Magic Gold is the first ever scratch-resistant 18-carat gold, a technological material invented by Hublot. The presentation was presided over by Jean-Claude Biver, Chairman of Hublot, and Ricardo Guadalupe, the company's CEO, and attended by Andrea Perrone, Senior Vice President of Ferrari Brand with other distinguished guests and friends. During the launch **other significant creations dedicated to special Ferrari events or markets were showcased**, such as the 20 magnificent carbon Tourbillons produced exclusively for collectors in China, or the watch produced exclusively for owners of the Ferrari 250 GTO at the gathering to mark the 50th anniversary of the legendary car.

These highly successful ventures were encouraged directly by Jean-Claude Biver and Ricardo Guadalupe and are already sparking ideas for new models. **Come to the Geneva Trade Show in January to see what we are planning next.**

**What a privilege for Hublot to be a part of this magic! What an honour! Cant wait for 2013!**