



Nouveautés

FORMULA 1™ - 2013 SEASON: THE SCUDERIA FERRARI ON HUBLOT TIME

The legendary Scuderia Ferrari team is now on Hublot time. An exceptional relationship has been cultivated over recent months between the Hublot and Ferrari people, which has now enabled Hublot to go even further in its partnership with the Italian brand.

Already Official Timekeeper & Official Watch of Ferrari and the Scuderia, Hublot is now set to be displayed by the new F1 cars and the drivers. From the management to the mechanics the whole team, with his magical ability to reach out worldwide to fire the passions of fans, is joining Hublot's extended family.

Ricardo Guadalupe, CEO of Hublot, added: "Our collaboration with Ferrari has been highly fruitful, on every level and around the globe for the past 12 months, and when I had the opportunity to meet Ferrari President Luca di Montezemolo and the Scuderia Ferrari Team Principal Stefano Domenicali on several occasions at Grands Prix last year, we agreed that we ought to extend our partnership to the Scuderia. It is even better for us to have close ties with an icon, a living legend embodied by the two red cars speeding around racing circuits worldwide."

Today, the exceptional results of Hublot's first year of partnership with Ferrari (see contract announcement, November 2011) at all levels, including commercial, with more than 130 events and several fully sold-out limited editions, image, brand awareness



and also design, and on all markets, have encouraged Hublot in its idea to refocus its activities on the brand and the Scuderia.

The relationship between the two companies has been so fruitful and positive that it promises to enable us to go further, in the areas of research and technology, for example in the field of new materials currently under development. What a privilege for Hublot to be a part of this magic. What an honour. Let the 2013 season start!