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Hublot Elevates the Competition With Ferrari Partnership

By NAZANIN LANKARANI
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PARIS — Hublot is introducing its limited-edition MP-05 LaFerrari timepiece at Baselworld with an appropriate prop: a bright red Ferrari Formula One racing car.

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The marketing partnership between Hublot and Ferrari is extensive and part of a broader strategy for raising visibility. Hublot serves as the carmaker's official timekeeper and as the producer of Ferrari's official watch for both the company and its Formula One team, Scuderia Ferrari. Last year, Ferrari's cars and Hublot's watches were featured together in more than 130 events worldwide.

Hublot employs about 300 workers at its 6,000-square-meter manufacturing facility in Nyon, Switzerland, which cost a reported \$20 million. Being able to make its own movements gives the company the status of a high-end brand.

The MP-05 LaFerrari watch features an in-house movement made with 637 components, a tourbillon, and an exceptional 45-day power reserve thanks to its 11 barrels arranged like a spinal column. It is priced at 300,000 Swiss francs, or about \$322,000.


Luca Cordero di Montezemolo, the chairman of Ferrari, was seen sporting a prototype of the MP-05 LaFerrari watch last March at the Geneva Auto Show, where Ferrari unveiled its limited edition 963-horsepower hybrid model, also called LaFerrari, which is priced at more than \$1 million.

"Our partnership with Ferrari has been extremely fruitful," Ricardo Guadalupe, the chief executive of Hublot, said in an interview by telephone.

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