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HONG-KONG: HUBLOT UNVEILS THE BIG BANG FERRARI MAGIC GOLD

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22 Oct 2012 Hong Kong - Hublot, the unique Swiss luxury company, symbol of the Art of Fusion in watchmaking and official watch of Ferrari, unveils the first watch designed in partnership with Ferrari - the BIG BANG FERRARI MAGIC GOLD - for the First Time in Hong Kong.

To celebrate the official launch of Big Bang Ferrari Launch in Hong Kong, Hublot is having a 7-day exhibition with the theme of "the world of Hublot & Ferrari" at Landmark, the most prestigious mall in Hong Kong. With many special guests and fans of Hublot & Ferrari in attendance, Mr. Ricardo Guadalupe, CEO of Hublot, presents the all new Big Bang Ferrari timepiece at the opening cocktail.

The Big Bang Ferrari is unlike any other Big Bang.

To start with, its design has undergone its first evolution since it was launched in 2005. A larger case (45.5 mm in diameter), more power and more mechanical features, a cylindrical bezel which offers added depth to showcase the movement which can be seen through the sapphire dial, an indexed crown (with the H logo which is automatically positioned to remain in line), elongated push buttons, fixed along a rotating axis like the pedals in a car, carbon inserts on the case



profile, two interchangeable straps with a highly innovative quick change system, the principle for which was inspired by a seat belt, and featuring tone on tone stitching like that always used on Ferrari upholstery.

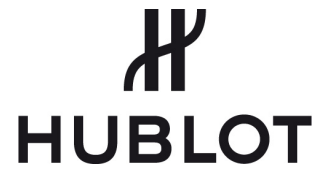
All details have been designed and crafted using a principle which is a fundamental part of the DNA of both Hublot and Ferrari: innovation, performance, technology and exclusivity. No useless gadgets. The design is functional, logical. As for the dial, the Prancing Horse is featured discreetly in relief at 9 o'clock. A minute counter is positioned at 3 o'clock (completed by a yellow date window), and the hand and the style of the indexes are inspired by the counters in a Ferrari, perfectly in line with the Italian manufacturer's sport DNA whilst adhering to Hublot's graphic codes.

Finally, and as a world first in terms of material, Hublot has decided to endow these new Ferrari-endorsed pieces with the very best its R&D department can offer by using the famed Magic Gold, a scratch-resistant 18-carat gold unveiled just 3 months ago in the Hublot foundry.

All the innovations the watch featuring emphasise their affiliation to the automotive world, and should make this Big Bang more streamlined and more mechanical - a new signature. This concept has even been extended to the presentation case for each watch – a true showcase inspired by an engine valve support, made from aluminium, with a built-in rotary system.

HUBLOT - BIG BANG FERRARI Launch Exhibition

In addition to the Big Bang Ferrari timepieces, Hublot will also exhibit the 2012 novelties as well as the latest Formula One King Power limited editions.



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Date: 22 – 28 October 2012
Time: 10am – 7pm
Venue: The Atrium, Landmark, Hong Kong