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HUBLOT BIG BANG FERRARI LIMITED EDITIONS UNVEILED IN CHINA

As an indisputable leader in the Swiss watchmaking industry, Hublot has never slowed its pace of innovation and progress, boldly and constantly challenging the so-called limits of watchmaking expertise. The new Big Bang Ferrari, officially launched at BaselWorld 2012, integrates the innovative watchmaking technique of Hublot and the unparalleled racing spirit of Ferrari in an unprecedented product that is set to become a legendary and unique timepiece.

The Big Bang Ferrari Limited Editions were formally unveiled in China at the opening of the Shanghai F1™ Grand Prix on April 11th, 2012. This momentous occasion once again saw Hublot and Ferrari celebrating the unique strategic cooperation between the top Swiss watchmaking brand and the Italian manufacturer. Chinese customers were treated to a presentation by Ricardo Guadalupe, Hublot's CEO, of this extraordinary tour de force whose three breakthroughs in technology and design have once again accomplished Hublot's ambitions in its ultimate pursuit of the "Art of Fusion."

"Art of Fusion" I: Creating Excellence Together With Ferrari

Since its creation, the Big Bang Ferrari has had the most prestigious DNA in its blood. The beauty of Ferrari excellence and the exquisite expertise of Hublot come together in an uncompromising spirit, one that embodies the most consummate fusion of inspiration in every detail.



On the dial, the legendary 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 dials in a Ferrari, perfectly in tune with the Italian manufacturer's sporting DNA whilst adhering to Hublot's graphic codes. Additional features include an indexed crown reminiscent of a wheel rim, elongated push buttons fixed along a rotating axis like the pedals in a car; carbon inserts on the case profile, with contact as smooth as Ferrari pedals. Two interchangeable straps with a highly innovative quick change system are inspired by a seat belt, and feature tone on tone stitching like that always used on Ferrari upholstery.

HUBLOT SA ? Switzerland ?
www.hublot.com - T +41 (0)22 990 90 00 ? F
+41(0)22 990 90 29

International Press Contact: Marine
Lemonnier Brennan - E-mail: \n ??????????
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Everything has been designed and crafted using a principle which is a fundamental part of the DNA of both Hublot and Ferrari: sport, performance and technology. No useless gadgets. The design must be functional and logical.

“Art of Fusion” II: Entering A New Era of Absolute Quality

Once upon a time in ancient Egypt, Tutankhamun made a dramatic discovery in gold smelting technology which benefited mankind as a whole. Similarly, Hublot's achievements in creating the revolutionary material “Magic Gold” will undoubtedly have a profound influence on the future of the high-tech watchmaking industry.

“Magic Gold” is a composite precious metal made from gold and ceramic, jointly



developed by Hublot and the Swiss Federal Institute of Technology (EPFL). This unique 18-carat gold alloy has unprecedented scratch-resistance and effectively solves the problem of scratching that occurs widely in the course of manufacturing, processing and wearing. It is “the hardest gold in the world”. In what is a highly significant step for the brand, the Big Bang Ferrari has become the very first watch to use “Magic Gold.”

The magic of the scratch-resistant “Magic Gold” lies in its ability to withstand pressure up to a hardness of 1000 Vh1, far higher than standard 18-carat gold (400 Vh1) and quenched steel (600 Vh1). This means that for a Big Bang Ferrari with super gold armor, only a diamond with a hardness of 2000 Vh1 could leave a scratch of any kind on its surface.

Although the course of the development of “Magic Gold” is filled with the innovative wisdom of Jean-Claude Biver and his partners, the craftsmanship employed in its manufacturing embodies astonishing simplicity and practicability. The production process for “Magic Gold” is divided into five key steps: 1. Powder Packing: ceramic powders are packed in a silicon mould, while pure gold (24 carat) is prepared for casting. 2. Pressing: the powder is cold pressed at 2000 bar of isostatic pressure to produce a compact preform. 3. Sintering of the preform: the ceramic particles are bonded to one another at 2200 degrees Celsius and 100 millibar of gas pressure. 4. Gold Casting: the pure gold (24 carat) is casted by melting it at 1100 degrees Celsius and pouring the liquid metal into a mould. 5. Final stage: the 18-carat Magic Gold is created by injecting the gold with 200 bar of gas pressure at 1400 degrees Celsius into the sintered preform.

“Art of Fusion” III: Great Engine Power from



the UNICO Movement

The powerhouse at the heart of the Big Bang Ferrari - the UNICO movement from Hublot - shares the same superb workmanship as the 8-cylinder engine from Ferrari. Since the manufacture chronograph movement and the in-house engine are a shared desire of both brands, there was naturally no other choice of watch movement but this model. The Big Bang Ferrari notably has a larger case (45.5 mm diameter) - the first time the dimensions of the Big Bang series have changed in order to house the UNICO movement. It marks a significant development since the iconic Big Bang collection was unveiled in 2005.

The UNICO Column Wheel chronograph is a movement designed and developed by Hublot and manufactured in its workshops. It encompasses no fewer than 330 components, oscillating at a frequency of 28,800 vibrations per hour. Its caliber has a flyback chronograph movement and its escapement is supported by an independent platform. This kind of removable platform features a smart and delicate design, with three screws that can be easily disassembled, thus making the repair and replacement of the movement as simple as that of an automobile's engine, as well as allowing customization. In particular, distinguishing itself from the design of other movements, the UNICO's parts have been shifted to the front face. This design allows the movement's operation to be observed via the skeleton dial. Furthermore, the patented double calibrated balance also increases the watch's accuracy. The second and minute hands with horizontal synchronized clutches ensure the stability of the oscillation.

Such is the legend jointly created by Hublot and Ferrari. All of the innovative elements, as well as its perfect internal and external



qualities, emphasize the extraordinary features of the model, making the Big Bang Ferrari a new classic watch that is the most advanced and mechanized of its kind. As the Official Watch for Ferrari, Official Timekeeper for Ferrari, Official Timekeeper for Scuderia Ferrari, Official Watch for Scuderia Ferrari and Official Timekeeper of the Ferrari Challenge, Hublot will continue to lead the way in shaping the future of the modern watchmaking industry.

TECHNICAL DETAILS

References 401.MX.0123.GR (BIG BANG FERRARI MAGIC GOLD)

500-piece limited edition

401.NX.0123.GR (BIG BANG FERRARI TITANIUM)

1000-piece limited edition

Case Diameter 45.5 mm - polished Magic Gold or satin-finished Titanium

Bezel Polished Magic Gold or satin-finished Titanium

6 H-shaped black PVD titanium screws, countersunk, polished & locked (Magic Gold).

6 H-shaped countersunk, polished & locked screws (Titanium)

Crystal Sapphire with interior/exterior anti-reflective coating

Bezel lug Black composite resin

Lateral inserts Black composite resin with carbon insert at 9 o'clock

Crown Micro-blasted and polished black PVD titanium (Magic Gold)

Micro-blasted and polished titanium (Titanium)

Black rubber insert with Hublot logo

Push-buttons Micro-blasted and polished black PVD titanium (Magic Gold)

Micro-blasted and polished titanium (Titanium)

Black rubber insert on the push-piece at 2 o'clock



Engraved Ferrari logo with red lacquer on the push-piece at 4 o'clock
Case-back Micro-blasted and polished black PVD titanium
Sapphire crystal with interior anti-reflective treatment
Water resistance 10 ATM, i.e. approx. 100 meters
Dial Sapphire with white Hublot logo transfer
Rhodium-plated Ferrari prancing horse applique
Satin-finished rhodium-plated or 2N gold-plated indexes
Hands Satin-finished rhodium-plated white SuperLuminova™ (Titanium) or 2N gold-plated black SuperLuminova™ (Magic Gold)
Minute counter hand with Ferrari red coating
Movement HUB 1241 Unico movement, developed and manufactured in-house by Hublot, self-winding chronograph
Date Yellow window at 3 o'clock
Oscillating weight Satin-finished and micro-blasted black coating, imitating the shape of a wheel rim
Power reserve Approximately 72 hours
Straps Black rubber strap with central rubber decoration, alcantara and tone-on-tone stitching
Or black rubber, scedoni leather and tone-on-tone stitching
Clasp deployant buckle in satin-finished black PVD titanium with carbon insert (Titanium) or satin-finished titanium with carbon insert (Magic Gold)