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## HUBLLOT UNVEILS THE BIG BANG FERRARI AT THE FERRARI RACING DAYS SILVERSTONE – 15TH & 16TH SEPTEMBER

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As “official Timekeeper” to Ferrari, Hublot participated in the Ferrari Racing Days at Silverstone from the 15th – 16th September 2012.

The Ferrari Racing Days at the Silverstone circuit was an event dedicated to owners and fans of the marque, featuring on track action for all the main activities of the Maranello company’s Corse Clienti department. A crowd of over 25,000 watched historic Formula 1 cars lap the track in untimed sessions, as well as owners of the extreme sports cars aimed at track use, which make up the XX programmes.

Felipe Massa led an amazing parade of a record 964 Ferraris - the Guinness World Record attempt will be confirmed at the end of next week, however, it is believed that it will have made it into the records books for the largest parade of Ferrari’s on the Silverstone circuit. In what appears Hublot, unveiled the Big Bang Ferrari, a unico column wheel chronograph movement with a 72-hour power reserve that is entirely manufactured by Hublot. The watch has a titanium case and sapphire dial. The Interchangeable black rubber straps with either black leather and black stitching, or alcantara with red and black stitching. Limited edition of 1000. Price £19,600.

### **About Hublot and Ferrari partnership**



In November 2011, Hublot became the watchmaking partner of Ferrari. It is a comprehensive agreement covering all the activities of Ferrari and Hublot, both in terms of brand image and the commercial activities of both companies. Since it is a genuine exchange between the two brands, a pooling of resources and information, a win-win agreement, which was announced on 5 November 2011 jointly by Jean-Claude Biver, CEO of Hublot and Luca Cordero di Montezemolo, President of Ferrari SpA, at the Mugello International circuit near Florence.

This involves not just the creation of watch collections, operating a licence or sponsorship agreement, as Hublot has become the exclusive watchmaking partner in the full range of Ferrari's activities: "Official Watch" of Ferrari, "Official Timekeeper" of Ferrari, "Official Timekeeper" of Scuderia Ferrari, "Official Watch" of Scuderia Ferrari, "Official Timekeeper" of the Ferrari Challenge, and partners in Ferrari special events.