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TAIWAN: CAR RACER CHIU TSE PRESENTS THE BIG BANG FERRARI MAGIC GOLD

Art of Fusion Extreme Luxury 2012 HUBLOT Big Bang Ferrari Launch Exhibition Car Racer Chiu Tse Present the Ultimate Fusion of Speed and Luxury

In 1980, representing the finest Swiss watches, Hublot pioneered in presenting a watch made with precious metals and rubber which ignited a revolution in the horology world. Since then, Hublot has become the symbol of the Art of Fusion in watchmaking with its unique aesthetics. In November 2011, Hublot and Ferrari announced their comprehensive agreement, in which Hublot become the exclusive watchmaking partner for Ferrari.

With the agreement, Hublot, a luxury Swiss watch brand in pursuit of perfect horologic craftsmanship and techniques, and Ferrari, the symbol of Italian industrial achievement and passion for extreme sports now work together to create the perfect fusion of time and speed in a wristwatch – Big Bang Ferrari, made its debut at 2012 Baselworld.

In recent years, the metropolis of Taichung has shown an impressive consumption power with the clientele from the top tier of the pyramid in this region. To provide outstanding services to these customers, Hublot collaborated with Tien Wen Watch in June to open the first store-in-store concept boutique. Inside the store with black and white setting, metals and glass works are



combined to create a unique modern touch. The store features a complete collection of Hublot watches. It provides an excellent opportunity for the collector of fine watches in Taichung.

The exquisite Hublot watches will be available at Tien Wen Watch in Taichung from October 25, 2012. In addition to the Big Bang Ferrari, watch lovers will also find the complete Hublot collection of watches.

Art Fusion – Challenging the Horology Art with Magic Gold

Since the birth of Big Bang in 2005, the watch took on a brand new form with the introduction of Big Bang Ferrari. The wristwatch is equipped with a large dial (diameter 45.5 mm) with a distinguished mechanical appearance, with the rounded bezel that adds to its deep look. The transparent sapphire dial reveals the beautiful movement. The H logo adorns the crown. The elongated pushers for chronograph look like Ferrari shifting pedals. The rims have inlays of carbon fibres. Two straps in the system allow easy replacement in speed. The inspiration comes from the seat belts inside the car. The colors on the straps echo the interior of a Ferrari, evoking a sense of luxury inside the ultimate sports car. The Big Bang Ferrari is made with Magic Gold, a patented material that is the fruition of years of research and development. The watch is fitted with the in-house UNICO movement – a powerful movement that is the pride and joy of Hublot, just like the 12-cylinder engine for Ferrari.

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For the press event, Elite models will be



presenting the exclusive Hublot watches with the highlight of the concept behind the watch – the taper-cut precious stones, unique materials for the straps, and innovative appearance together echo the essence of Fusion Art. For the finale, popular idol / actor Chiu Tse arrives in Ferrari 458 Spider to portray the spirit of ultimate luxury in Hublot Big Bang Ferrari.

Chiu Tse says: "I just love car racing. And the Hublot watch in collaboration with Ferrari perfectly captures the spirit of ultimate speed in both the appearance and the functions. I find it irresistible."