



Novidades

BIG BANG FERRARI MAGIC GOLD BIG BANG FERRARI TITANIUM

In Italy last November, Hublot and Ferrari announced their partnership that would make the Swiss 'Maison' the exclusive watchmaking partner of the Maranello-based Italian automobile manufacturer. This is not a simple agreement for supplying watches, licensing or sponsorship, but truly a 360° partnership that encompasses all key activities pertaining to brand image and sales activities, including production of a "Ferrari Official Watch" and a "Scuderia Ferrari Official Watch" as well as Hublot's taking on the role of "Ferrari Official Timekeeper", "Scuderia Ferrari Official Timekeeper" and "Ferrari Challenge Official Timekeeper."

Announced by Jean-Claude Biver, Chairman of Hublot, and Luca Cordero di Montezemolo, President of Ferrari S.p.A. on the Mugello circuit, where the finals of the Ferrari Challenge are played out to close the Prancing Horse's racing season, the partnership marked the beginning of a truly collaborative effort on the foundation of shared values.

As part of the BaselWorld, the world's premier event watchmaking and jewellery industry, Hublot will unveil the first watch designed in partnership with Ferrari.

The Big Bang Ferrari marks an evolution the iconic Big Bang design – the first since the watch was launched in 2005 – that fuses style and materials and mechanics in way that uniquely addresses the respective DNA of Hublot and Ferrari: innovation,



performance, technology and exclusivity. The Big Bang Ferrari sports a larger case (45.5 mm in diameter) with a cylindrical bezel that dramatically showcases the movement visible through the sapphire dial. An indexed crown (with Hublot's 'H' logo automatically positioning itself to remain in line) features elongated push buttons, fixed along a rotating axis like the pedals in a car whilst carbon inserts give the case distinctive look.

The watch comes with two interchangeable straps with an innovative quick-change system inspired by the safety seatbelt mechanism. The tone on tone stitching is a nod to the signature upholstery craftsmanship typical of Ferrari

The minute counter, whose hands and indices recall a Ferrari dashboard, is positioned at 3 o'clock and complemented by date window in 'Modena' yellow. The legendary prancing horse is featured discreetly in relief at 9 o'clock.

The absence of superfluous accessories brings out the fusional and rational aspects of the Big Bang Ferrari's unique design, a pure expression of the values that characterize the sports spirit of Ferrari and at the same time the inimitable Hublot style.

The UNICO movement can be compared to the best possible engine to power a racing car, and that it was selected, then designed and developed by Hublot to power the Big Bang Ferrari.

With no fewer than 330 components, oscillating at a frequency of 28,800 vibrations per hour, the column wheel and dual horizontal coupling on the dial side appear in a new constellation reminiscent of Ferrari alloy wheel rims. The timepiece has a 72-hour power reserve, and is water



resistant to 100 metres.

Finally, the Big Bang Ferrari incorporates Magic Gold, the product of extensive R&D unveiled barely three months ago. Magic Gold is scratch-resistant 18-carat gold.

The innovation and sophistication that went into the Big Bang Ferrari make it a new sign of recognition, different to the core from any watch presented before. 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.