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## **HUBLOT KEEPS WATCH AT FERRARI ROAD RALLY IN PALM BEACH**

### **Friends of the Brand Celebrate the U.S. Launch of the Big Bang Ferrari Timepieces**

**Palm Beach, FL – (March 16, 2013)** – Hublot and Ferrari partnered in parading thirty Ferraris, old and new, across Palm Beach, Florida in an exciting ninety-mile car rally. As the Official Timekeeper of the Ferrari Challenge and a partner with Scuderia Ferrari, it was only natural for the Swiss luxury watch brand to team up for the day's events as the Official Chronographer and keep time between each checkpoint.

Following the rally, Hublot hosted an exclusive lunch at the Mar-a-Lago mansion, one of the most highly regarded private clubs situated right on the Atlantic coast. Palm Beach's best and brightest were treated to cocktails and formal fare while viewing the newest Hublot timepieces, which were on display for the first time in the U.S. This included the limited edition Ferrari models, the Big Bang "Red Magic Carbon", the Big Bang Ferrari "King Gold Carbon" and the Big Bang Ferrari "Ceramic".

Following the lunch, guests were whisked off to a private polo field in Wellington to watch the High Goal All-Star Polo Challenge, where top polo players from North America and South America competed for the winning title. To the delight of everyone, the match ended in a tie, an exciting finish to what was indeed a very successful day.

Hublot has a longstanding relationship with Ferrari since November 2011. The two brands share the same fundamental values including, sport, performance and technology. Hublot recently unveiled its latest Big Bang Ferrari collection in January at the Geneva Trade Show and is gearing up to present its newest timepieces in April at BaselWorld 2013.

**About Hublot**

Hublot's Chairman, Jean-Claude Biver, along with CEO, Ricardo Guadalupe, are responsible for turning the Hublot brand into a genuine success story in which the Big Bang, King Power, Classic Fusion and Masterpieces represent the symbols of a constantly evolving tradition. A champion of innovation, Hublot revolutionized the watch industry with the introduction of the Big Bang, a multiple award winning timepiece created using a combination of precious metals with rubber. Since then, the Swiss brand has become universally known for the concept, "Art of Fusion." From in-house watch complications to world-class collaborations such as Ferrari, FIFA, Miami HEAT and most recently the Los Angeles Lakers, Hublot is constantly evolving and looking to the future. Hublot is available at 740 points of sale and has 60 exclusive boutiques around the world (Geneva, Cannes, Saint-Tropez, Paris, London, Berlin, Moscow, New York, Miami, Beverly Hills, Las Vegas, Atlanta, Singapore, Shanghai, Beijing, Hong Kong, Dubai, Abu Dhabi, Kuala Lumpur, Ginza...). For more information, visit [Hublot.com](http://Hublot.com)

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