



## Eventos

### HUBLOT NAMED SEABOURN'S OFFICIAL TIMEKEEPER

---

SEATTLE, September 4, 2012 - Hublot, the luxury Swiss brand which brings the "Art of Fusion" to watchmaking, has been named the Official Timekeeper of the award-winning ultra luxury cruise line Seabourn.

Guests enjoying voyages on any of Seabourn's six intimate, all-suite ships will now be kept abreast of the current ship's time by means of handsome Hublot wall clocks, designed and finished with the same flair and elegance that have made Hublot's wristwatches multi-faceted icons of a constantly evolving Swiss watchmaking tradition, which pay tribute to it by connecting it with the future.

The clocks are a perfect complement to the stunning beauty of the ships themselves, adding a luxurious accent and an eye-catching cachet to various locations throughout each vessel.

"Hublot's distinctive porthole-styled timepieces are crafted with a commitment to innovation grounded in respect for tradition," noted Seabourn's president Richard D. Meadows. "They display a dedication to excellence and an attention to detail that resonates with Seabourn's mission. Our companies share a common goal - to be the very best at what we do."

"This partnership is a story of friendship, a human story. It is about mutual great respect



based on a shared passion for the sea, a love of sport and the quest for performance and excellence.” added Hublot’s Chairman of the Board Jean-Claude Biver. “Hublot and Seabourn share many core values. Hublot has always been close to the sea world, through its very name of course, which is the French word for a porthole, but also through prestigious partnerships such as with the Yacht Club of Monaco, the Monaco Oceanographic Museum and the Real Club Nautico de Palma to name just a few of them. Today, teaming up with Seabourn is an honor and forms a perfect extension.”

In addition to the ship’s clocks, Hublot will represent a stylish presence on Seabourn’s website and in other marketing materials, and the ships will host select trunk shows of Hublot timepieces to guests on selected cruises.

Seabourn and Hublot share a reputation for excellence that has earned both companies recognition and awards from authoritative critics and loyal support from a discerning clientele.