



## HUBLOT COMPLETES AN AMERICA'S CUP DOUBLE

The Swiss watchmaking firm Hublot announced today that it would be the official timer for the 33<sup>rd</sup> America's Cup, to be held from February 8 off Valencia. Hublot, already a sponsor of the Swiss boat Alinghi, is boosting its presence at the eagerly awaited sailing competition.

Supporting the Swiss Defender Alinghi for past few months in its preparations for taking on the American Challenger, Hublot has just unveiled the "King Power Alinghi" watch, as an icon of its partnership with the Swiss team. The brand is now taking its commitment to the legendary America's Cup competition even further, by becoming the official timer of the regattas organised by the *Consortio Valencia*.

Hublot has always exhibited a special attachment to the world of sailing, whether by sponsoring races, supporting sailors and also through its partnerships with the prestigious Yacht Club de Monaco and Real Club Nautico de Palma. Becoming the official timer of the America's Cup in 2010 is a great honour for Hublot, taking it to the very heart of the most long-standing and illustrious sailing regatta, symbolised by the world's oldest sports trophy, the Silver Ewer.

Filled with a spirit of sporting enthusiasm, Hublot is delighted at the exceptional sea duel in prospect between the American boat and Swiss boat, and to be measuring the minutes and seconds that will keep the world of sailing, and of sport in general, on the edge of its seat.

Rita Barbera, Mayoress of Valencia: "The Consortio Valencia is delighted to have made a signing of such prestige as Hublot, now the official timer of the 33<sup>rd</sup> America's Cup. All the more so since in this competition where technological innovation is tantamount, it is vital to be able to count on Swiss timepiece accuracy."

More information on the new America's Cup website: [www.americascup.com](http://www.americascup.com), on-line from February 1<sup>st</sup> 2010.