



The 33rd America's Cup has drawn to a close - Making way for the build up to the 34th!

Nyon, February 15 2010 - As Official Timekeeper of the 33rd America's Cup and sponsor of Alinghi, Hublot has won its cup.

The Swiss watch brand assesses this adventure positively, having witnessed an edge-of-seat competition between the two monsters of technology. The fastest won, for the visual pleasure of many fans worldwide.

The 33rd America's Cup in Valencia, ended yesterday. After many months of eager anticipation, the American trimaran, BMW Oracle, triumphed in the best manner. As Official Timekeeper of this prestigious competition, Hublot is pleased with regard to the way the regattas were held and the positive spirit which took over on the water.

This feeling of satisfaction is, of course, tempered by the defeat of the Swiss boat Alinghi, which Hublot supported throughout this adventure. But it is honoured to have supported Ernesto Bertarelli and his team. Jean-Claude Biver, CEO, pays tribute to the great work they have accomplished:

'Knowing the devotion, the enthusiasm and the professionalism that animated this team, I understand their disappointment, because of course they were there to win. But this result does not, in any way, diminish the pleasure and the sense of pride we had supporting this project. We must not forget all that they have brought to Switzerland, to sailing, to the America's Cup and to Hublot in the past 10 years. Knowing their fighting spirit, I am in no doubt that they will move on confidently from this situation. They gave us faith. And they will come back stronger. Of that, I am sure!'

We can bet that we will hear about this fantastic Alinghi project again!