



Celebrating 25 Years of Ferrari in the U.A.E.! **The fusion of two luxury brands that define the future.**

Live Pit Stop practice with the Scuderia Ferrari! A team first in Dubai!
An exciting combination of time and speed to reflect the perfect fusion
between Hublot and Ferrari.

Hublot is proud to celebrate the 25th anniversary of Ferrari in U.A.E. with an exclusive Ferrari-Stamped Hublot watch: only 25 pieces of the U.A.E. Limited Edition exist, making it an immediate collector's item. On this occasion, Giulio Zauner, who represents Ferrari in Dubai, and Marco Tedeschi, who represents Hublot in the U.A.E., unveiled this exceptional example of craftsmanship in the company of Ferrari and Hublot owners and fans at the Al Tayer Ferrari Showroom in Dubai. 'Bravo!' sets the tone for yet another testament to the 360° partnership between Hublot and Ferrari.

Dubai, U.A.E. – 5 March 2013 – "Hublot? A different way maintain forward motion," say those who know this unique Swiss watch company, where each and every moment moves forward to shape the future at breathtaking speed! In 1980, Hublot pioneered the combination of gold and rubber, igniting a revolution in horology. Since then, Hublot has come to symbolize the Art of Fusion in watchmaking with its unique aesthetics. In November 2011, Hublot and Ferrari announced their partnership, with Hublot becoming the exclusive watchmaker of Ferrari. This was not a simple question of creating a tie-in product, for licensing or sponsorship. It is a comprehensive agreement covering the full branding, marketing and communications spectrum, including "Official Watch" of Ferrari, "Official Timekeeper" of Ferrari, "Official Watch" of Scuderia Ferrari, "Official Timekeeper" of the Ferrari Challenge, and partner to Ferrari on the special events with which Hublot will be closely associated.

Today, Ferrari and Hublot hosted one of these very special events at the Al Tayer Ferrari Showroom in Dubai. 80 journalists, and 200 selected guests looked on in amazement as 18 pros from the Official Team of la Scuderia Ferrari went all out to beat the clock in pit stop practice under real-world conditions! A first in Dubai.

Giulio Zauner, Ferrari Director for Middle East, commented: *"Exclusivity, technology, passion, style: Hublot and Ferrari share many core values. Today, we are extremely proud to unveil the first Big Bang Ferrari U.A.E. Limited Edition. This is truly a fitting symbol for what unites two such highly prestigious brands because we share the same values: raw passion, a love of perfection and technical precision right down to the smallest detail."*

"This collaboration, rich in a host of synergies, is a major milestone for Hublot on the road into the future," added **Marco Tedeschi, Hublot Director for U.A.E.** *"Ferrari is indeed one of the world's leading luxury brands and proud to be so cherished in the Middle East. Hublot is*





honored to be associated and recognized as one of its most strategic partner. This win-win agreement is symbolic of the perfect combination between our two brands, and will undoubtedly be a partnership filled with thrills and passion.”

The Big Bang Ferrari - U.A.E. Limited Edition, sporting color accents to reflect the national flag, is unlike any other Big Bang,

As an ultra-exclusive symbol of the long-term partnership between Hublot and Ferrari, Hublot is proud to unveil the first exclusive Ferrari-stamped Big Bang U.A.E. Limited Edition watch: a pure collector’s item which will be produced in a series of just 25, in reference to the 25th Anniversary of Ferrari in the Middle East.

All of the specifically designed and crafted details are in keeping with the DNA shared by Hublot and Ferrari: innovation, performance, technology and exclusivity. No useless gadgetry; the design is functional, logical. As for the dial, the Prancing Horse is featured discreetly in relief at 9 o'clock. A minute counter is positioned at 3 o'clock (completed by a yellow date window), and the style of the hands and indices is inspired by the counters in the cockpit of a Ferrari – perfectly in line with the Italian manufacturer's sport DNA and yet true to Hublot's design codes.

The UNICO chronograph movement can be compared to the ultimate racing car engine, 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 watch has a 72-hour power reserve, and is water resistant to 100m.

The whole perfectly illustrates “the Art of Fusion” between great watchmaking tradition and the technology of the future, which is so dear to Hublot. What distinguishes this particular Hublot are the green, red, black and white accents that herald the national flag of the U.A.E. Besides a larger case (45.5 mm in diameter), it comes with more power and more mechanical and design features: a cylindrical bezel that offers added depth to showcase the movement (visible through the sapphire dial); an indexed crown (the H signet automatically positions itself to remain in line); elongated push buttons fixed along a rotating axis (like the foot pedals in a car); carbon inserts on the case profile; two interchangeable straps with a highly innovative quick change system (inspired by racing car seat belts) and tone-on-tone stitching as a nod to the sumptuous upholstery in a Ferrari.

TECHNICAL DETAILS

Reference	401.NM.0123.VR.SDQ13 25-piece limited edition
Case	Diameter 45.5 mm, made from satin-finished titanium
Bezel	Satin-finished black ceramic with 6 H-shaped embedded, polished and locked titanium screws
Crystal	Sapphire with interior/exterior anti-reflective coating
Bezel Lugs	Black composite resin
Lateral inserts	Black composite resin with carbon insert at 9 o'clock
Crown	Satin-finished titanium, with black rubber insert and Hublot logo





Push-pieces	2 o'clock, Polished and micro-blasted black PVD titanium with black rubber insert 4 o'clock, Polished and micro-blasted black PVD titanium with black rubber insert, and engraved Ferrari logo, red lacquer
Case back	Open, comprising sapphire crystal with interior anti-reflective coating, and micro-blasted titanium with circular satin finish Ferrari stallion transfer, with flag of the United Arab Emirates
Water resistance	10 ATM, i.e. approx. 100 metres
Dial	Sapphire with white Hublot logo transfer, and polished rhodium-plated Ferrari Prancing Stallion applique Black coated indexes, green coloured transfer spots
Hands	Hour & minute hands coated black, with white SuperLuminova™ Seconds hand coated black, with green SuperLuminova™ Minute counter hand and chronograph hand with Ferrari red coating
Movement	UNICO HUB 1241, developed and manufactured in-house by Hublot. Automatic flyback chronograph
Date	Yellow window at 3 o'clock
Oscillating weight	Satin-finished and micro-blasted black coating, imitating the shape of a wheel rim
Power reserve	Approximately 72 hours
Bracelets	Supplied with two straps Black rubber and black schedoni leather with red stitching; Black rubber and red schedoni leather with stitching
Clasp	black Satin-finished titanium deployant buckle with carbon insert

About Hublot

"Hublot? A different way to progress". So say those in the know about this unique Swiss watch company, where each and every moment moves forward to create the future at breathtaking speed. A dream, a meteoric rise initiated and developed by Jean-Claude Biver, Hublot's Chairman, along with Ricardo Guadalupe, CEO, who are responsible for turning this brand into a genuine success story in which the Big Bang, King Power, Classic Fusion and Masterpieces represent the symbols of a constantly developing tradition. From watch complications and revolutionary materials to world class collaborations such as FIFA World Cup™, Ferrari, and Manchester United, Hublot represents the "Art of Fusion" philosophy, bringing tradition into the future "to continue to wow the world of watchmaking!". Finally, on a commercial level, the network of approved retailers has grown rapidly and currently stands at 750 points of sale and more than 60 exclusive boutiques including Dubai, Abu Dhabi, Geneva, Cannes, Saint-Tropez, Paris Place Vendôme, London, Berlin, Moscow, New York, Miami, Beverly Hills, Las Vegas, Singapore, Shanghai, Beijing, Hong Kong, Kuala Lumpur ...). For more information, visit: www.hublot.com

