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## IN ROME, HUBLLOT UNVEILS THE BIG BANG FERRARI TIMEPIECES

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**Hublot unveils Big Bang Ferrari  
Timepieces in Rome**  
**Exclusive atmosphere and special guests  
for the debut of Hublot Big Bang Ferrari  
Titanium and Magic Gold in Rome**

**Rome – 4 October 2012** – Hublot, in collaboration with Bedetti Jewelry, hosted an exclusive private reception for the premiere of the Hublot Big Bang Ferrari Titanium and Magic Gold timepieces to coincide with the debut of the Ferrari F12 Berlinetta, the most powerful V12 in the history of the Prancing Horse. Official Ferrari dealer Sa.Mo.Car saw in the splendid Piazza San Silvestro, home of Bedetti, the perfect showcase to celebrate the arrival of the very F12 Berlinetta at its Roman dealership.

With many special guests in attendance, the event's atmosphere was one of exclusiveness, but also of sharing a passion for excellence and performance – and for the achievements of superlative research and technology.

The all-new Big Bang Ferrari is the perfect symbol of the excellence, competence and craftsmanship of Hublot in the art of fusion where harmony does not mean compromise.

The dial sports the iconic Prancing Horse appears in simple relief at 9 o'clock. At 3 o'clock, the minute counter (completed by a yellow date window) with hand counters and indexes inspired by a Ferrari reflect the



motorsport DNA of the Italian icon while abiding by Hublot codes.

Unique features include a crown with indices that resemble a circle, elongated push buttons on a rotation axis just like the pedals of a car, with carbon inserts on the case profile and a sensory feedback like pressing the pedals of a Ferrari.

Two interchangeable straps with a very innovative system, inspired in their structure by the F1 seat harness and on the seams by Ferrari's signature tone-on-tone upholstery, keep the Big Bang Ferrari fastened in place.