



ASTON MARTIN

TAG Heuer Carrera Calibre Heuer 01 Aston Martin Special Edition timepiece goes on global release

- **Second timepiece created by TAG Heuer in partnership with Aston Martin is now available to purchase**
- **Creative collaboration between two iconic luxury brands produces sought-after collectors' piece**

24 October 2018, Gaydon: The second watch of the collaboration between two of the most iconic brands in motor racing was revealed today with the global release of the *TAG Heuer Carrera Calibre Heuer 01 Aston Martin Special Edition*.

Since announcing their partnership at the Geneva Motor Show earlier this year, the best creative talents of TAG Heuer and Aston Martin have worked together to create a highly-anticipated timepiece that expresses the brands' shared values of performance, precision and craftsmanship.

Inspired by the geometric shapes of an Aston Martin sports car, the new watch draws a direct vision from the colours, shapes, patterns and materials of an Aston Martin, and reflects the automotive spirit of the partnership.

The 45mm solid steel case boasts a ceramic black brushed tachymeter bezel with Aston Martin engraving and features lines on the side to evoke speed, the race track and pistons. The manufacture movement is visible through the dial, which is skeletonised in a hexagonal pattern that recalls the details on the new Vantage. Also, exclusive to this timepiece is the reshaped lugs, which were inspired by the iconic lines of Aston Martin's beautiful bodywork. It is a watch with presence that is the perfect reflection of the expertise and technical mastery arising from the partnership between the two brands.

Aston Martin Vice-President and Chief Creative Officer, Marek Reichman said: “This timepiece is a beautiful reflection of the design language of both Aston Martin and TAG Heuer. The collaboration provided a fascinating opportunity for us to work with the creative talents at TAG Heuer to design a product that truly showcased beautiful bespoke craftsmanship that reflects the importance of peak performance. Each watch will provide its owner with a taste of the Aston Martin luxury lifestyle where there is attention paid to every detail. They will also enjoy the craftsmanship and build quality that is synonymous with the two brands.”

In March 2018, it was announced that TAG Heuer would become Official Watch Partner and Connected Watch Partner of Aston Martin and Aston Martin Racing. The TAG Heuer Carrera Calibre Heuer 01 Aston Martin Special Edition is available now from TAG Heuer retailers, in-store and online, at RRP £5,250.

- Ends -

About Aston Martin Lagonda:

Aston Martin Lagonda is a luxury automotive group focused on the creation of exclusive cars and SUVs. The iconic Aston Martin brand fuses the latest technology, exceptional hand craftsmanship and timeless design to produce models including the DB11, Rapide S, DBS Superleggera, Vantage and Vanquish Zagato. The Lagonda brand will relaunch in 2021 as the world's first luxury electric vehicle company. Based in Gaydon, England, Aston Martin Lagonda designs, creates and exports cars which are sold in 53 countries around the world.

Lagonda was founded in 1904 and Aston Martin in 1913. The two brands came together in 1947 when both were purchased by the late Sir David Brown. Under the leadership of Dr Andy Palmer and a new management team, the Group launched its Second Century Plan in 2015 to deliver sustainable long-term growth. The plan is underpinned by the introduction of seven new models including the DB11, new Vantage, DBS Superleggera and an SUV, as well as the development of a new manufacturing centre in St Athan, Wales.

About TAG Heuer:

In 1860, at the age of 20, Edouard HEUER founded his watchmaker's workshop in the Jura Mountains of Switzerland. Creating the mikrograph in 1916, sponsoring F1 teams in the 70s or launching the first luxury connected watch in 2015 are just some examples of the major technical innovations, ultimate accuracy and passion for disruptive design that define our unique spirit. Headquartered in La Chaux-de-Fonds, TAG Heuer operates in 4 production sites, mastering the whole watchmaking process, and is active on all continents through 4500 points of sale, including 170 TAG Heuer boutiques, now directly on www.tagheuer.com in a selection of markets.

TAG Heuer timepieces are designed for those who love challenges. Our influence is enriched by our unique communication strategy based on three pillars, Sport, Lifestyle and Heritage. Broad and disruptive, it embodies our legacy and DNA. Partnerships and ambassadors illustrate our open-minded and open-doors culture. The most prestigious and avant-garde names team up with TAG Heuer: RedBull Racing Formula 1 team, Monaco F1 Grand Prix, Formula E Championship, the biggest football leagues around the planet in Europe, Americas and Asia - Manchester United; Trendsetters Cara Delevingne and Bella Hadid, Hollywood actors Chris Hemsworth and Patrick Dempsey.

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Technical details – TAG Heuer Carrera Calibre Heuer 01 Aston Martin

References	CAR2A1AB.FT6163
Movement	Calibre Heuer 01 Automatic
Case	45 diameter in steel with special parallel lines pattern Ceramic black brushed tachymeter bezel with Aston Martin engraving Bevelled, domed sapphire crystal with double anti-reflective treatment Black steel rubber crown at 3H Steel push buttons at 2H and 4H Black PVD steel screwed sapphire case back with special engraving Steel lugs with special carved construction
Dial	Black opalin dial with special honey comb pattern Black flange with 60 seconds scale 3 counters: rhodium plated “azurage” minute chronograph at 12H and hour chronograph at 6H, and black opalin permanent second indicator with Aston martin logo at 9H. Rhodium plated hour and minute hands and polished faceted applied indexes with white superluminova® Rhodium plated red lacquered central hand Rhodium plated polished TAG Heuer applied logo 3H30 angled date
Water resistant	100 meters
Bracelet	Matte black rubber / leather strap with special embossing Steel folding clasp with double safety push-buttons and TAG Heuer shield