

CLASSIC DRIVER

[Bonhams to Sell 'Haslinger Collection' of Heuer Watches this December](#)



Thanks to Steve McQueen's 'Le Mans' film, personal sponsorship of Jo Siffert, and an involvement with Ferrari in the 1970s, the Heuer watch brand has become synonymous with cars and motor racing.

The company was founded in Saint-Imier, Switzerland, in 1860 by **Edouard Heuer** and now, branded 'TAG Heuer', is one of the world's leading watch manufacturers, well known for its association with the **McLaren Formula One** team.

Step back a few decades and the often futuristically designed chronometers were standard equipment for **Grand Prix** and **sportscar** drivers of the standing of **Siffert**. Nowadays, they are highly collectible and enthusiasts such as **Arno Michael Haslinger** have been collecting **Heuer** watches for many years.

Haslinger, who has recently written the definitive guide to **Heuer** watches, will be offering an 81-watch collection on **Wednesday 15 December at Bonhams New Bond Street**, London. Estimates range from £5000 to £15,000. **TAG Heuer** (celebrating its 150th anniversary, and which will be working in partnership with **Bonhams** for this very special sale) has donated a one-off version of its [recently launched 'Silverstone'](#), incorporating **Jack Heuer's** signature, with proceeds donated to the **Green Cross International** charity.

Bonhams will likewise make a contribution to this cause as will **Haslinger** himself, presenting an original **Silverstone** from his collection.

For further information, see www.bonhams.com

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