

CLASSIC DRIVER

Hublot to be new official Ferrari watchmaker



During the 2011 Ferrari World Finals at Mugello today, 5 November, Hublot and Ferrari announced a long-term strategic partnership which will officially start on 1 January 2012.

Amazingly, it took only two weeks for the two world-famous companies to agree on this collaboration, helped by the suggestion of Biver's friend and Fiat heir Lapo Elkann, currently responsible for brand promotion at Fiat and who has also held positions at Ferrari and Maserati. This important agreement is a true fit of vision and manufacturing culture between the luxury brands. The new cooperation will see the fusion of Hublot and Ferrari manufacturing and product development philosophies - and the use of common materials, technologies and design principles - to create special, 'Ferrari' Hublot timepieces.





The first will be a limited series of 20 Hublot 'Classic Fusion Ferrari Tourbillon Chronographs', celebrating two decades of the Maranello brand in the Chinese market. To mark this occasion, Ferrari will open 20 new stores in China, each store selling just one of the limited-edition timepieces. The watch will be first revealed on 20 November at the Guandong Motor Show, where Ferrari will celebrate the event in typically grand style.

Further activities suggested by Luca Cordero di Montezemolo (CEO of Ferrari) and Jean Claude Biver (President of Hublot) might well include the next new Ferrari featuring a Hublot watch in its cockpit. Experimental development work is also underway for the production of watches using various hi-tech materials found in Ferrari road and Formula One cars.



Considering the relentless energy, vision and creativity of both companies, mechanical watch connoisseurs and Ferraristi worldwide can be assured of some truly special pieces entering the market in 2012. With Biver and di Montezemolo in charge, anything is possible.

For more information, visit www.hublot.com and www.ferrariworld.com.

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