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[TAG Heuer: New models at Monaco](#)

Lead

Motoring logos don't come much more exclusive than that of the Automobile Club de Monaco. The design is available to buy in the forms of a car badge, a pair of cufflinks or a patch for the breast pocket of your blazer – but only if you're a paid-up member.

During May's Monaco Grand Prix, however, TAG Heuer pulled the wraps off the latest version of its square-cased Monaco driver's watch to reveal a black dial discreetly decorated with the ACM logo at six o'clock. The watch, which features urgent orange highlights matched by the stitching on the black alligator strap, will be available in an edition of 1,200, priced at £4,500 apiece – and anyone (with the money) can buy it.

In addition, the car-orientated brand has created a 3,000-piece limited series of a Carrera chronograph dedicated to the Monaco GP. Each is individually engraved and numbered and carries the words 'Monaco Grand Prix' on the black, tachymeter bezel. A black dial, red chronograph hands and a black rubber 'tyre tread' strap (à la Chopard Mille Miglia) complete the picture. The watch costs £3,750.







The new models complement two recently introduced 'Steve McQueen' Monaco chronographs with blue and white striped dials. One uses the Calibre 11 movement featuring a left-hand winding crown (like the original of 1969), while the other features the latest Calibre 36 high-frequency mechanism in a 40.5mm case. The watches cost £5,500 and £9,295, respectively.

TAG also chose the occasion of the Monaco GP to announce the fact that it will mark its second year as the official timekeeper of the Goodwood Festival of Speed by staging a unique photographic exhibition dedicated to the French racing driver, Alain Prost. It will feature 100 images, many of which have never before been seen in public.

In tandem with the exhibition, TAG Heuer will also use the Festival of Speed to launch the 80th birthday celebrations of the legendary Jack Heuer, the great-grandson of Heuer's founder and the instigator of both the Monaco and Carrera chronograph designs.

Photos: TAG Heuer

Gallery

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