

CLASSIC DRIVER

Orologi da Maranello: Ferrari watches

Lead

Watches and cars go well together. They appeal to the same customer base and have a mechanical symbiosis that transcends mere marketing appeal. Over the years, the Ferrari badge has appeared on a variety of collectible timepieces. We take a look at some of them.

In the beginning there was Girard



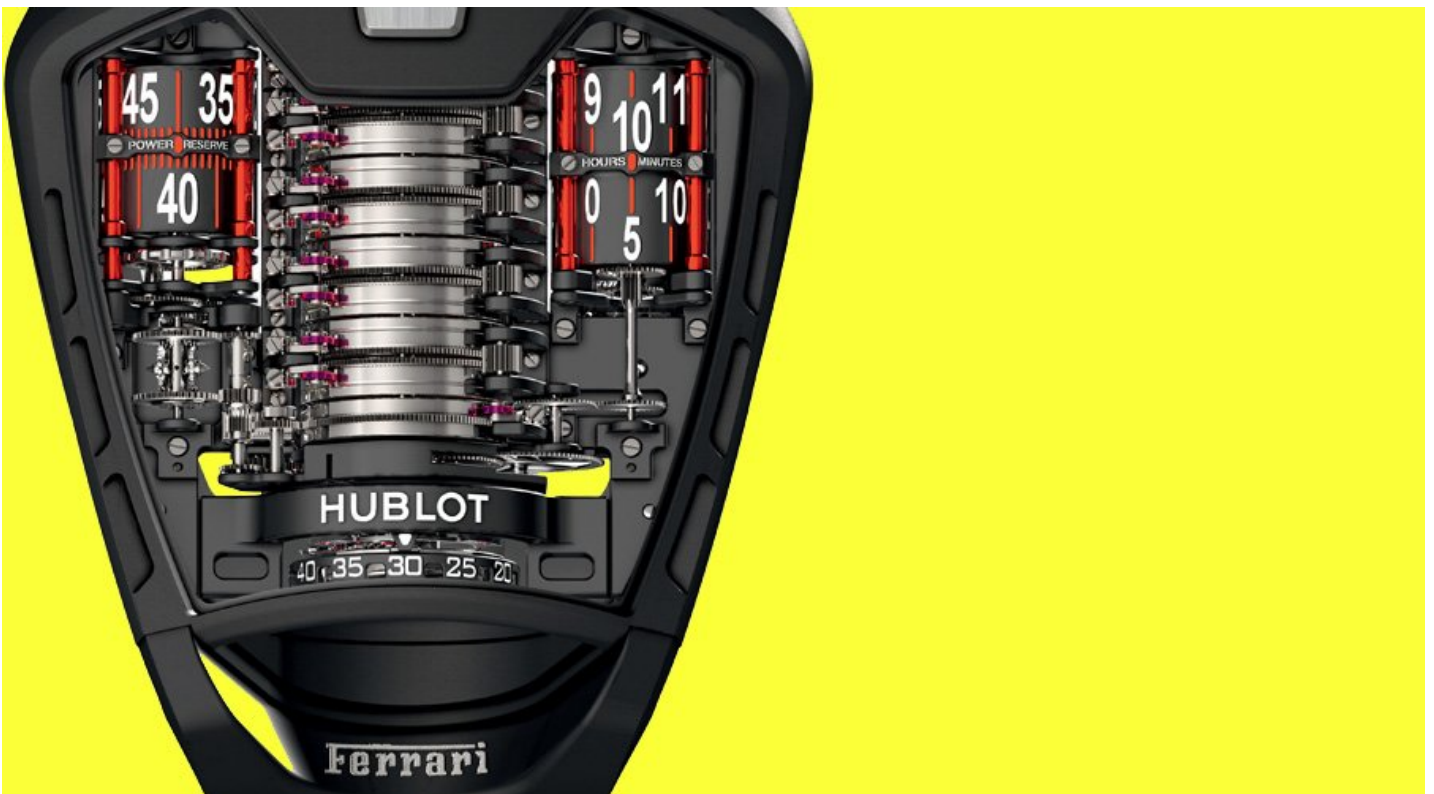
While Longines produced a limited number of special 'Ferrari watches' (sometimes used as gifts by Enzo himself), it took Girard-Perregaux, under the careful direction of car collector and rally driver Prof. Luigi Macaluso, to make a proper collection worthy of the association. In fact, to many, the 'GP' Ferrari watches are the best (and most collectible) of them all.

An Italian marriage



Florentine watchmaker Panerai took over from Girard-Perregaux, stylishly modifying its famously over-sized divers' watches to reflect some design features of contemporary cars built by the Prancing Horse. It also sponsored the company's historic racing series. The connection with underwater adventure might be considered thin – perhaps the tie-up proved once again that Italian industrial 'blood' is thicker than water.

The Big Bang



You either love them or hate them, but there's no denying that the 'Big Bang' series of watches by marketing genius Jean-Claude Biver of Hublot has been a phenomenal success. The company is now the latest official partner of Ferrari, and to honour the latest LaFerrari hypercar the Nyon-based watchmaker has made a suitably outrageous watch. The 'Hublot LaFerrari' will run for 50 days without stopping... all for the oh-so-

reasonable price of 300,000 euros.

Made at home



Ferrari sits alongside Rolex and Coca-Cola as one of the most well-known brands in the world. It's understandable, therefore, that via its worldwide chain of retail outlets it should offer a more affordable watch. So, whether you are in London or Abu Dhabi, a quick visit to your local Ferrari Store will provide you with one of the company's own-brand 'Granturismo' watches which, we have to say, look pretty good.

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