

CLASSIC DRIVER

Which Heuer Autavia would you like to see make a return?

Lead

Next year, Tag Heuer will bring back the legendary Autavia. The final design of the classic watch, however, is to be decided by way of an innovative 'cup' competition in which enthusiasts and potential customers can vote for their favourite style...

Tag Heuer brand chief and LVMH Watches president Jean-Claude Biver is respected not only for his creativity, but also his unerring instinct for engaging marketing campaigns. So, it's hardly surprising that he has turned the return of the legendary Heuer Autavia into a genuine 'horological happening'. At the start of the Baselworld watch fair on 17 March 2016, customers and brand enthusiasts will be invited to vote for their favourite design at autaviacup.com. Inspired by popular Autavias from the past, Tag's design team has formulated no fewer than 16 concept watches, which will be narrowed down to the four most popular designs via a sequence of knock-out rounds. Biver will reveal the winning design for the 2017 Autavia on April 18 2016.

Gallery

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