

CLASSIC DRIVER

[Guess which watchmaker designed its very own supercar?](#)

Lead

Due to their expertly engineered nature, cars and watches are commonly associated. However, Bell & Ross has become the first watch manufacturer to create its own supercar to serve as inspiration for future timepiece designs, the AeroGT...

Reverse inspiration

“Every year, in order to create new models, I need new sources of inspiration,” says Bell & Ross’ creative director, Bruno Belamich. That sounds like as good an excuse as any to dream up a car as a follow-up to the [B-Rocket motorbike](#) of 2014 – so that’s exactly what he did, envisioning a mid-engined supercar with razor-sharp styling and a 4.2-litre twin-turbo V8. Indeed, after spending more than a year finalising the 3D design of the Aero GT (which apparently draws equal influence from aeronautics and golden-era GT cars), Belamich created two new namesake watches that were revealed at Baselworld earlier this year.

Photos: Bell & Ross

Gallery

Source URL: <https://www.classicdriver.com/en/article/cars/guess-which-watchmaker-designed-its-very-own-supercar>
© Classic Driver. All rights reserved.