

# CLASSIC DRIVER

## Tag Heuer gives Muhammad Ali a golden send-off

**Lead**

In honour of the late, great boxer Muhammad Ali, Tag Heuer held a memorial event at his old gym in New York City, where a unique gold version of the brand's new collection of 'Inspired by Muhammad Ali' watches was auctioned off for charity...

### Fit for The King



The 18K yellow gold timepiece – whose design is inspired by the famous Ring-Master stopwatch introduced in 1957 – was auctioned off with a custom studded leather case and a pair of boxing gloves signed by the legend himself. The charity event also saw Tag Heuer CEO Jean-Claude Biver launch a collection of special edition 'Inspired by Muhammad Ali' steel timepieces in front of a star-studded audience that included a number of Ali's opponents and protégés.

*Photos: Tag Heuer*

**Gallery**

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