

CLASSIC DRIVER

Tag Heuer is the new watch partner of Aston Martin

Lead

It was in the air, and now it's official. Racing-influenced watch brand Tag Heuer and Aston Martin will take on the upcoming race season together...



In addition to new, collaborative watch collections, racing will play a major role in the partnership between Tag Heuer and Aston Martin, which was recently announced at the Geneva Motor Show. The new Aston Martin Vantage GTE, for example, is to carry the legendary Tag Heuer logo when it makes its race debut at Spa-Francorchamps in May during the FIA World Endurance Championship. While the Aston Martin Valkyrie AMR Pro, which was also developed for the race track and will be unveiled in Geneva, is also said to carry the livery of the Swiss watch brand. The more than 1,100hp hybrid V12 super sports car promises the driving experience of a Le Mans prototype or F1 race car and is currently one of the industry's most exciting hypercar projects.

Photos: Aston Martin

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