

# CLASSIC DRIVER

## [Jo Siffert, Steve McQueen, Ayrton Senna and now you: welcome to TAG Heuer](#)

### Lead

A brand steeped in motorsport history thanks to Jack Heuer's love of motorsports. In actual fact the brand goes back 160 years to 1860 and Jack's grandfather, Edouard Heuer. We are pleased to offer 13 different special edition watches in the Classic Driver Shop.



Edouard Heuer was an innovator, with his patents still being used by watchmakers today. After passing away in 1892, his two sons took over the business and by the 1940s they were making chronographs for the German air force and wristwatches. Of course, by the 1960s the landmark Carrera watch was released, followed by the Autavia and Monaco watches. During the 1980s TAG Group purchased a major stake and the brand became even more synonymous with Formula One, having already been official timekeeper in the 1970s.



Today Heuer and TAG Heuer watches are highly collectible and we are very proud to offer the current range of special edition wristwatches in the Classic Driver Shop. The range offers everything from classic Heuer style to modern tourbillon chronometers. Motorsports inspires much of the range including: Formula One, Indy 500, Le Mans and the Monaco Historique.



The subtle charms of the 160 Years Silver Limited Edition Carrera, of which only 1860 pieces have been produced is hard to resist, although the Carrera Montreal is causing Classic Driver staff to reach for their wallets with its crisp, blue and white opaline dial. Or if you really like to make a statement, may we recommend the Aston Martin x TAG Heuer Carrera limited-edition which pairs a brown dial with rose-gold plated accents. This 45mm tourbillon chronometer is finished off with a matching brown Aston Martin leather strap. [Check out the full range of Special Editions now.](#)

### Gallery











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