



**GRAN PREMIO
Nuvolari**



17, 18, 19, 20 September 2020

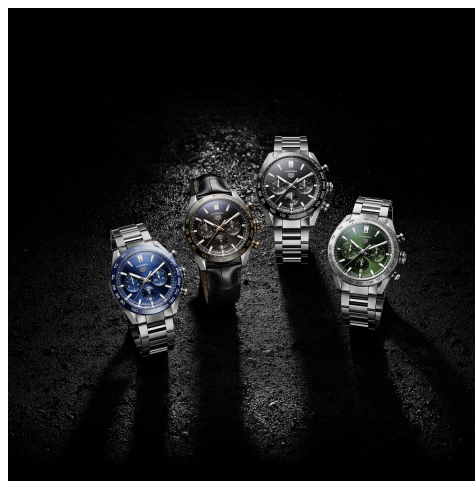
TAG Heuer Official Timekeeper at the thirtieth Nuvolari Grand Prix

TAG Heuer: a life behind the wheel

Formula 1, Formula E, Indy 500, classic cars. A vocation for motor-racing extending over and beyond any particular discipline, from state-of-the-art to vintage, a passion that has been the driving force of the Swiss maker of chronograph and sport watches from the very beginning. Jack Heuer's fascination with the Carrera Panamericana Mexico was the inspiration for an incomparable line of racing chronograph watches: TAG Heuer Carrera. This year, to mark its 160th anniversary, TAG Heuer is re-interpreting the Carrera range and has decided to present it in Italy for the thirtieth edition of one of the most prestigious Italian regularity races for veteran cars.



TAG Heuer's passion for racing is shared by veteran car lovers of all categories; the Carrera series is a perfect timepiece to wear behind the wheel of a GT car or, equally, an elegant vintage automobile.



TAG Heuer Carrera Chrono Sport: a new *Carrera* for the brand's 160th anniversary

A return to the origins of the racing spirit. To the love of a challenge that led drivers from around the world to tackle the Pan-American Highway across Mexico. **Carrera means racing, but also contest, competition.** The Carrera Panamericana Mexico race was held for only 5 years, from 1950 to 1954, because it was so dangerous, but it went down in history and so inspired Jack Heuer that 'Carrera' was the name he chose for the range of chronograph watches he designed for racing drivers in 1963.

TAG Heuer shares this approach and inspiration with its 'partner in crime', **Porsche**, on their joint green racing project, **Team TAG Heuer Porsche in Formula E**. Meanwhile with **Red Bull**, its partner in **Formula 1 with the AMRBR Team**, TAG Heuer will be travelling along the route of the Nuvolari Grand Prix, from Mantua to Rimini and Siena, for the exciting thirtieth edition of the race.



The Team TAG Heuer Porsche Formula E one-seater, the Formula 1 AMRBR Team drivers Max Verstappen and Alexander Albon

This year for its 160th anniversary, TAG Heuer is re-interpreting its most emblematic racing chronograph watch, in 4 versions: three with a steel bracelet and black, blue or green face, and a luxury model with a coconut leather strap and pink gold details. The 44 mm case is in steel, the restyled lugs have a more ergonomic shape, the tachymeter bezel is ceramic, or steel on the version with the green face. The steel bracelet features new H-shaped links. The heart of the new TAG Heuer Carrera Sport Chronograph range is Heuer's new O2 chronograph movement. **The price is 5,450 euro; 6,200 euro for the coconut leather and pink gold model**



Nuvolari Grand Prix – 30th Edition

30 editions commemorating 'Grande Tazio'. Italy's most technical and spectacular veteran car race, which attracts gentleman drivers from 5 continents with their vintage vehicles built between 1919 and 1976, is celebrating an important anniversary this year. 50 automotive brands will be represented, from 20 countries. **The 2020 race is enhanced by a splendid contribution from TAG Heuer, the Swiss watchmaker that has turned motor-racing timekeeping into a vocation over and beyond any particular discipline, covering**

Formula 1, the Indy 500, veteran car races, the futuristic Formula E, and not forgetting the legendary Carrera Panamericana Mexico, for which it named a whole series of sports chronograph watches for professional drivers and gentleman drivers: the Carrera series.

From Mantua to Rimini and back. This year, the route will cross the Apennines, leaving from Nuvolari's home town to reach Cesenatico in Romagna, then departing the next day from Rimini to travel through the rolling hills of Tuscany to the stunning Piazza del Campo in Siena, one of the most spectacular stops in a race that every year, over 30 editions, has attracted drivers from around the world because of the stunning landscapes offered by the itinerary. The return stretch on the Sunday from Rimini to Mantua will pass through the Romagna countryside, passing by the home of the Formula 1 Alpha Tauri team.

This year the Nuvolari Grand Prix is going green. The Mantova Corse organisers have launched the **'GP Nuvolari Green'** project to plant trees in selected areas of Mantua, in order to offset the emissions from the cars in the race. The project chimes with the green soul of **TAG Heuer, the Founding Partner and Official Timekeeper of the Formula 1 electric championship Formula E**, the most cutting-edge motor-racing project of recent years, to which the Swiss Maison has given its full support right from the initial concept.

The 30 editions of the Nuvolari Grand Prix are meeting up for the gala evening on Saturday 19 September, at the Grand Hotel in Rimini, which is celebrating another important anniversary: the centenary of Federico Fellini. **And closing the circle, TAG Heuer is also in party mood for its 160th anniversary. An important milestone TAG Heuer is marking with the chronograph watch collection that since 1963 has represented the brand's association with the world of motor-racing: the Carrera series.**

About TAG Heuer

Established in 1860 by Edouard Heuer in Switzerland's Jura mountains, Tag Heuer is a luxury wristwatch brand of LVMH Moët Hennessey Louis Vuitton SE («LVMH»), the world's leading producer of luxury goods. Headquartered in La Chaux-de-Fonds, Switzerland, TAG Heuer has four manufacturing facilities and 1,470 employees, and is present in 139 countries. TAG Heuer products are available online on the www.tagheuer.com website in some countries, in 160 boutiques and 3,500 sales outlets around the world. The company is headed by TAG Heuer CEO Frédéric Arnault.

For 160 years, TAG Heuer has provided a pure demonstration of its passion for state-of-the-art timepieces and its dedication to innovation with revolutionary technologies like the 1887 oscillating pinion for mechanical chronographs, the 1916 Mikrograph, the first chronograph movement with automatic winding, the Calibre 11 from 1969, the first luxury smartwatch in 2015 and the latest-generation Isograph technology of 2019, whose development was made possible only thanks to the company's unique partnership with the TAG Heuer Institute. The brand's core collection currently consists of three iconic families designed by Jack Heuer: TAG Heuer Carrera, Monaco and Autavia. The range is completed by four contemporary lines, Link, Aquaracer, Formula 1 and Connected.

Consistently with its motto *«Don't Crack Under Pressure»*, TAG Heuer is noted for its partnerships and distinguished ambassadors who embody its passion for racing action and outstanding performance. Among these are the Formula E world championship, for which the brand is a founding partner, the Formula E team TAG Heuer Porsche, the Formula 1 team Aston Martin Red Bull Racing, the Formula 1 Grand Prix in the Principality of Monaco, the FIA world endurance championship and the Indianapolis 500-Mile Race, as well as legends of the calibre of Steve McQueen and Ayrton Senna, actors like Chris Hemsworth and Patrick Dempsey, new-generation ATP tennis players like Alex de Minaur, Frances Tiafoe, Denis Shapovalov and Felix Auger-Aliassime, and surfer Kai Lenny.

www.tagheuer.com @tagheuer #dontcrackunderpressure

TAG Heuer public relations: GRAZIA LOTTI Relazioni Pubbliche Tel. +39 02 6575103 – info@grazialotti.com