Press Release
19th March 2012

Hublot and Ferrari Unveil the first Collaborative Watch - The BIG BANG FERRARI – for the First Time in Japan at the Ferrari Racing Days Suzuka 2012

At the gala dinner party, charity auctions were held to support Ishinomaki City where was affected by the earthquake in 2011.

Hublot donated a Big Bang Ferrari Magic Gold, for auction ; The winning bid was JPY 4.1 mil. (approx. 45,000CHF). Mr Biver personally topped by an additional JPY 400.000.

Before the auction, Mr. Biver made a passionate speech and conveyed participants how important to share and support children with great love. Big applause occurred repeatedly during his speech. Former FORMULA 1 driver, Mika Juhani Salo, joined the party and signed shirts for the auction.

As "Official Timekeeper" of Ferrari, and "Official Timekeeper" of the Ferrari Challenge worldwide, Hublot participated at the Ferrari Racing Days Suzuka 2012 hosted in Suzuka, Mie from 16th-18th March 2012.

Ferrari Racing Days Suzuka 2012 is one of Ferrari's largest events in the world, appealing not only because it gathers together Ferrari owners, fans, and hundreds of Ferraris, and also because it presents a variety of elaborate attractions such as the first round of Ferrari Challenge Trofeo Pirelli – Asia Pacific Series held at the same time. One of the particular highlights of the event was the *Concorso d'Eleganza* supported by Hublot, bringing together 18 rare and elegant classic cars from the 50s and 60s.

During the week-end, Hublot and Ferrari revealed for the first time in Japan the Big Bang Ferrari, the long-awaited collaboration model just showcased to the international press last week at Baselworld 2012 in Switzerland. For this special occasion, Hublot's Chairman, Jean-Claude Biver flew in to Japan at short notice, holding the press conference in grand style at the event venue where the races and attractions were in full swing.

The Big Bang Ferrari is unlike any other Big Bang.

To start with, its design has undergone its first evolution since it was launched in 2005. A larger case (45.5 mm in diameter), more power and more mechanical features, a cylindrical bezel which offers added depth to showcase the movement which can be seen through the sapphire dial, an indexed crown (with the H logo which is automatically positioned to remain in line), elongated push buttons, fixed along a rotating axis like the pedals in a car, carbon inserts on the case profile, two interchangeable straps with a highly innovative quick change system, the principle for which was inspired by a seat belt, and featuring tone on tone stitching like that always used on Ferrari upholstery. In short, everything has been designed and crafted using a principle which is a fundamental part of the DNA of both Hublot and Ferrari: innovation, performance, technology and exclusivity.
No useless gadgets. The design must be functional, logical. As for the dial, the Prancing Horse is featured discreetly in relief at 9 o'clock. A minute counter is positioned at 3 o'clock (completed by a yellow date window), and the hand and the style of the indexes are inspired by the counters in a Ferrari, perfectly in line with the Italian manufacturer's sport DNA whilst adhering to Hublot's graphic codes.

Finally, and as a world first in terms of material, Hublot has decided to endow these new Ferrari-endorsed pieces with the very best its R&D department can offer by using the famed Magic Gold, a scratch-resistant 18-carat gold unveiled just 3 months ago in the Hublot foundry.

All the innovations that this watch feature emphasise their affiliation to the automotive world, and should make this Big Bang more streamlined and more mechanical - a new signature. This concept has even been extended to the presentation case for each watch – a true showcase inspired by an engine valve support, made from aluminium, with a built-in rotary system.

About Hublot and Ferrari Partnership

In November 2011, Hublot has become the watchmaking partner of Ferrari. This is no simple agreement for creating a tie-in product, for licensing or sponsorship. It is a comprehensive agreement covering all the activities of Ferrari and Hublot, both in terms of brand image and the commercial activities of both companies. Since it is a genuine exchange between the two brands, a pooling of resources and information, a win-win agreement, which was just announced on 5 November 2011 jointly by Jean-Claude Biver, CEO of Hublot and Luca Cordero di Montezemolo, President of Ferrari SpA, at the Mugello International circuit near Florence, where the Finali Mondiali Ferrari are played out to close the Prancing Horse's racing season. This will involve not just the creation of watch collections, operating a licence or sponsorship agreement. Hublot has become the exclusive watchmaking partner in the full range of Ferrari's activities: "Official Watch" of Ferrari, "Official Timekeeper" of Ferrari, "Official Timekeeper" of Scuderia Ferrari, "Official Watch" of Scuderia Ferrari, "Official Timekeeper" of the Ferrari Challenge, and partners in Ferrari special events.

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