



TAG Heuer
SWISS AVANT-GARDE SINCE 1860

CARRERA – New Collection 2012

SPEED, EMOTION, PRESTIGE

In 1963, Jack W. Heuer, the son of Charles-Edouard Heuer, started to work on a new chronograph specifically designed for drivers and motor-racing enthusiasts. A life-long fan of the sport himself, he knew what was needed: a wide-open, easy-to-read dial with a shock-resistant and waterproof case tough enough for road wear. The following year he launched the result, a mechanical, manual-wound chronograph called the Carrera. For the name, he reached back to a racing legend from the 1950s, the Carrera Pan Americana, a five-day, 3,300 kilometers (2,100 mile) race across Mexico. The most prestigious — and dangerous — endurance race of its day, the Carrera, which in Spanish means “competition of the highest order” remains synonymous with excitement, danger, adventure, and heroism.

WHEN LEGACY MEETS LUXURY

It was the perfect name for Jack’s most ambitious creation to date. The elegant simplicity, purity and sobriety of the optimized dial design made the Carrera a huge success and launched a golden era of creativity and innovation for the Heuer brand. Among their first wearers were every Ferrari Scuderia driver — legends like Carlos Reutemann, Clay Regazzoni, Jacky Ickx, Niki Lauda, Mario Andretti, Gilles Villeneuve and Jody Scheckter. Other 70s greats also wore the watch, including Jo Siffert, Ronnie Peterson, Emerson Fittipaldi, Denis Hulme and John Surtees. Jack W. Heuer’s all-time favorite watch, the extremely rare Carrera 18ct Gold, dates from this era.

THE CARRERA MAN

The men who wear the CARRERA CALIBRE 1887, like Leonardo DiCaprio, have no reason to show off. They know who they are and what they want. They epitomize class and elegance, which comes naturally. Effortlessly. Masters of the fastest pace, they never rush. They take their time. They control every moment.

CARRERA CALIBRE 1887 CHRONOGRAPH ROSE GOLD 41 mm

An elegant descendent of the original 41mm design, in lustrous 18ct rose gold with a silver or anthracite grey dial. A true sports chronograph — tachymeter on the flange, minute, hour and running second counters on the dial. Alligator strap in black or anthracite.

CARRERA CALIBRE 17 JACK HEUER 80TH BIRTHDAY LIMITED EDITION 41 mm

« This Limited Edition Heuer Carrera chronograph has been created by me and is launched to celebrate my 80th birthday »

Jack Heuer. The man with the vision. The man who designed TAG Heuer’s most iconic modern timepieces, including the original Carrera. This year Jack celebrates his 80th birthday with a new limited edition 41mm chronograph. The large opening with counters at 3 and 9 o’clock comes directly from the original design, in a sunray grey dial with Heuer logo and touch of red. In addition it shows on its back Jack’s signature together with the Heuer Family coat of arms, which dates from the 15th century. This coat of arms symbolizes for him the entrepreneurial spirit that has been the driving force now for over 150 years.



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CALIBRE 1887

New editions and innovations continued through the 1990s and into the 21st century. Motor racing will always be the inspiration of the Carrera, but watchmaking savoir-faire drives it forward. The most recent example of its avant-garde position is the **Carrera Calibre 1887 Chronograph**, TAG Heuer's first high-volume fully integrated column-wheel chronograph movement produced in-house featuring 50-hour power reserve, vibrating 28'800 times per hour and made of 320 components. It won the "La Petite Aiguille" 2010 Best Watch of the Year Award at the Grand Prix de l'Horlogerie de Genève.

CARRERA CALIBRE 1887 CHRONOGRAPH 43 mm

The matching anthracite-coloured dial and alligator strap grab the eyes, but what really holds attention is the simple, clean lines and the broad, uncluttered dial. The precision craftsmanship and attention to detail becomes clearer on second glance.

The most elegant expression of the CARRERA legacy yet. Leonardo DiCaprio's Carrera. Black dial, fully loaded chronograph functionality, timelessly elegant dial and case design..

Elegant and modern, yet faithful to the timeless codes of Swiss luxury watchmaking, its elegantly minimal design conceals one of TAG Heuer's proudest and most powerful interpretation.

TAG Heuer celebrates "150 years of Motor Racing" in 2011. Founded in Saint-Imier in 1860 by Edouard Heuer, TAG Heuer has set many major milestones of high-end watchmaking, especially in the field of chronographs and ultimate precision. Today, one of the largest and most desired brands in the luxury watch industry, the Swiss legend draws upon its active engagement in the world of sports to create the most accurate timing instruments and watches in the world. TAG Heuer is the first watchmaker to master luxury chronographs with an unsurpassed precision of 1/10th, 1/100th, 1/1,000th and 1/10,000 of a second. From the Olympic Games in the 1920s to its role as official timekeeper for Formula One in the 90s and the legendary Indy 500 race today, TAG Heuer, in a constant quest for innovation, excellence, performance and prestige, continues to aim ever higher. This is reflected in its partnerships with F1 team Vodafone McLaren Mercedes and its World Champions Lewis Hamilton and Jenson Button, Audi Sport in the Le Mans 24 Hours endurance race, and the Automobile Club de Monaco with the prestigious Monaco Grand Prix. Now actively engaged in the Monaco Grand Prix, the Le Mans 24 and the Indy 500, TAG Heuer is "Mastering Speed" on motorsport's 3 most iconic racetracks. In 2011, the brand signed on as Official Watch and Timing Partner of the Fédération Internationale de Motocyclisme (FIM), and as Official Watch and Eyewear onboard Oracle Racing's bid to defend its title in the world's oldest sporting event — the America's Cup yachting competition. More than ever, the brand epitomizes prestige and performance through active partnerships with Hollywood icon Leonardo DiCaprio, Bollywood star Shah Rukh Khan, LPGA star Suzann Pettersen and WTA tennis champion Maria Sharapova. TAG Heuer is a privileged member of the Fondation de la Haute Horlogerie (FHH), the most exclusive club in the Swiss watchmaking industry. TAG Heuer has been recognized for its responsible watchmaking practices by the Responsible Jewellery Council, which awarded the brand with full RJC Member Certification in 2011. The newest additions to the TAG Heuer legacy are: the Calibre 1887, an in-house, Swiss manufactured, integrated column-wheel chronograph movement that pays tribute to the original Heuer oscillating pinion of 1887, one of the brand's first patents and a major benchmark in modern watchmaking; The TAG HEUER CARRERA 1887 CHRONOGRAPH, named the 2010 Swiss Watch of the Year in the Grand Prix de l'Horlogerie de Genève's prestigious "La Petite Aiguille" ("Small Hand") category; and the Heuer Carrera Mikrograph 1/100th Second Chronograph, the first ever column wheel integrated mechanical chronograph with 1/100th of a second display by a central hand, which pays tribute to the legendary Heuer Mikrograph stopwatch of 1916. At BaselWorld 2011, TAG Heuer unveiled the TAG Heuer Mikrotimer Flying 1000, the only mechanical chronograph to measure and display the 1/1,000th of a second. The technological marvel was named the "2011 Swiss Watch of the Year" in the Grand Prix de l'Horlogerie de Genève's prestigious "Sport" category, and the SIAR (Latin America's most prestigious watchmaking award) "Best Concept of the Year". In January 2012, TAG Heuer pushed innovation further than science dreamed possible with the TAG HEUER MIKROGIRDER Concept: a 5/10,000th of a second chronograph beating at 1,000 Hz or 7,200,000 beats per hour.