

TAG HEUER MONACO MIKROGRAPH : EXCEPTIONAL, UNIQUE MASTER TIMEPIECE

150 YEARS OF WATCHMAKING KNOW-HOW MEET AVANT- GARDE DESIGN AND VISIONARY ART TO BENEFIT CHARITY DURING ONLY WATCH AUCTION

Watch collectors around the world will be captivated by this technical revolution of the Mikrograph, the fastest chronograph movement on the market, beating at 360 000 beats per hour, a masterpiece of Haute Horlogerie encased in the iconic square shape of the Monaco that remains, over four decades after its scene-stealing debut on the wrist of Steve McQueen in the movie Le Mans, as cool and cutting-edge as ever.

The fusion of TAG Heuer's two most daring inventions in terms of movement and design will be auctioned on September 22, 2011 to benefit Duchenne muscular dystrophy research under the High Patronage of His Serene Highness Prince Albert II of Monaco.

Presented in January 2011, the Mikrograph set a new milestone in "grandes complications". This high-frequency integrated dual assortment mechanical movement features two different balance wheels, with separate escapements and transmission systems that allow to engage the stopwatch performance without interference to the watch movement.

The watch is automatically wound by means of a circular oscillating weight, and features a 42-hour power reserve.

As for the stopwatch, the balance wheel oscillates at 50 hertz, 360,000 vibrations per hour, with a 90-minute power reserve, and displays the 1/100th of a second with the central chronograph hand. Entirely designed, patented, developed and manufactured by TAG Heuer in La Chaux-de-Fonds, this innovation re-writes history in the field of high frequency movements.

Encased in the squared shape that caught the watchmaking world by storm in 1969, this unique high-energy timepiece now redefines angles with a round dial stretching to the boundaries of the case itself. The flying central hand indicates the 100th of a second. The design is unexpected: the hand's round, open tip allows precise reading of the graduations, which are printed on a sapphire disc. The "1/100" engraving is laser-cut by hand. The counter at 3 o'clock indicates chronograph minutes on a rotating disc with 3 hands, graduated 0 / 10 / 20. The counter at 9 o'clock features a small second, also on a rotating disc with 3 hands, graduated 0 / 20 / 40 to facilitate reading. The third subcounter at 6 o'clock indicates chronograph seconds. Fire-red touches on the hands are

reminiscent of the original Monaco's motor racing style. The power reserve is indicated at 12 o'clock.

The avant-garde dial is a highly sophisticated multi-level dial, alternating black lacquer and silver opalin finishes. Oversized screws on the dial evoke the engine of a sports car.

A refined touch of black lacquer has been added to the oversized crown and chronograph pushbuttons. The black strap is in "Barenia", the highest quality of calfskin leather, and the red color in the perforations echoes the fire-red hands of the dial.

For a very special watch, a very special watch box

Internationally acclaimed South African artist **Paul du Toit** has personally committed to create a unique piece of art to host the Monaco Mikrograph. The watch box art will be conceptualized and painted by this celebrated artist. Paul du Toit has gained stature in Europe following the award of a medal from the city of Florence in the Biennale Internazionale Dell'arte Contemporanea. Renowned for using an impasto technique (thick industrial paste into which he scratched lines and images), it is now intrinsic to his style of automatic scribbling. Paul was involved directly with Nelson Mandela in fundraising efforts for his 46664 campaign for 3 successive years. Ink handprints on canvas of Mr Mandela's boxing hand were auctioned in Johannesburg and in London. In 2009, a mould of Mr Mandela's boxing hand, which was cast in a one-off unique bronze, was auctioned in London for \$3.5m. In 2010, an imprint of both Mr Mandela's hands were made into a relief sculpture and auctioned in NYC. All the auctions were to benefit Mr Mandela's 46664 campaign. As a firmly entrenched artist, Paul du Toit is able to dedicate attention to community project involvement. Philanthropy resonates deeply with him. Du Toit's unique watch box for TAG Heuer will certainly help raise significant amounts during the Only Watch auction.

This unique piece of design, engineering and art will first tour the world from August 30th to September 17th, with exhibitions in Singapore, Hong Kong, Shanghai, Beijing, Tokyo, Los Angeles, New York, Milan and Geneva. It will then be auctioned by Only Watch on September 22, 2011 to benefit the research on Duchenne muscular dystrophy, during an event in Monaco.

Photos of the Grand prix, the events and post even press releases will be available to download the day following the events from:

[HYPERLINK "http://presscorner.tagheuer.com/" http://presscorner.tagheuer.com/](http://presscorner.tagheuer.com/)

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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 and the 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. 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. 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; 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.

The TAG HEUER CARRERA 1887 CHRONOGRAPH has been 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.

TAG Heuer's "150 Years of Mastering Speed" celebrations in 2011 commemorate the brand's unrivalled heritage in motor sports, which include such historic contributions as the 1911 patent for 'Time of Trip', the world's first dashboard chronograph. As part of the celebrations, a unique exhibition showcasing TAG Heuer's greatest racing partners and motorsport-inspired timepieces will tour major cities and racing capitals. Four-time F1 World Champion Alain Prost, a friend of the brand since the 1980s, is the "Mastering Speed" Special Ambassador.

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