

Happy Birthday Mr Jack Heuer!

On the 17th of November 2017, Jack Heuer is celebrating his 85th birthday. To celebrate this, TAG Heuer is launching a limited edition of the famous Autavia. Jack Heuer created the original model back in 1962 and was present at the TAG Heuer manufacture's workshops to share his expertise and make his "mark" on the model, which dives deep into the story of an icon.

Geneva, Switzerland, 11 November 2017: The Autavia. The chronograph made legendary by racing drivers in the 1960s and much coveted on the collectors' circuit is making its comeback in 2017. Today, TAG Heuer and Jack Heuer, the brand's Honorary President, are very proud to present a limited edition of the iconic Heuer chronograph – the Autavia – to celebrate the 85th birthday of Jack Heuer, the creator of the watch. The number 1/1932 of the limited edition will be part of the exceptional timepieces at the auction "Heuer Parade" organised by Phillips on the 11th of November in Geneva.

This new reissue, limited to 1932 pieces – in reference to the year of Jack's birth – has been designed by Jack Heuer himself. The timepiece is both modern and faithful to its roots, capturing the spirit of golden age motor racing. More imposing than its ancestor — 42 mm in diameter compared to 39 in the 1960s — with a 12-hour graduated bezel and a new Heuer-02 calibre proprietary chronograph movement, the latest generation Autavia carries the DNA and aesthetic codes of the original, updated for today's market. Its functions are tailored to modern requirements: a self-winding calibre, power reserve of 80 hours, date at 6 o'clock, water resistance to 100 metres. In black aluminium, the bidirectional notched bezel encircles a silver dial with three black snailed counters in an optimal layout. A legible, balanced display with hands and applique indexes in steel coated with beige Super-LumiNova®.

A vintage look updated with touches of modernity, grounded in the real world. Mushroom push buttons, a ridged crown, the Heuer logo and a "grains of rice" steel bracelet for a vintage feel. The studied neo-retro style encompasses the minute track subdivisions, employing the "1/3-2/3" ergonomic rule of the era created by Jack Heuer to enhance legibility and accuracy.

In reference to the Autavia, Jack Heuer said: *"The story of the Autavia is a rich drama, full of twists and turns. It is one of my proudest achievements to have successfully converted chronographs into the Autavia wristwatch in 1962, so this collection has a special place in my heart: It was the very first timepiece that I designed, and today I am proud to present the last watch that I have created!"*

Let us return now to the story of the Autavia. In 1933, Heuer designed the first dash counter for racing cars and aircraft: the Autavia chronograph. The name was a contraction of AUTomobile and AVIation - as ingenious an invention as the model's timekeeping functions. Three decades later, in 1962, Jack Heuer, the fourth generation head of the company, created his first wrist sports chronograph. Its innovative signature: a rotating bezel. The Autavia name was reborn with this new, complete and extensive range. In the catalogue until 1986, its numerous executions were extremely successful, remaining to this day among the most sought-after collector's chronographs.

The first reissue of the Autavia was presented at Baselworld 2017, following the "Autavia Cup". From a selection of 16 vintage models, over 50,000 web users voted for their preferred reissue. It was the Autavia Rindt, worn by legendary F1 driver Jochen Rindt, which won the most votes.

Technical Details

Reference	CBE 2111.BA0687
Movement	Heuer 02 Manufacture - automatic chronograph with date Power reserve 80 hours
Case	Diameter 42 mm – in polished steel Polished steel horns with 2 facets Notched black aluminium bezel with hour gradations, bidirectional rotation Scratch-resistant sapphire crystal with double anti-reflection coating and fluted steel crown Polished steel mushroom push buttons Steel back with alternative finish, and special engraving
Dial	Silver sunray – Date window at 6 o'clock 3 black snailed counters - Chronograph minute counter at 3 o'clock - Chronograph hour counter at 9 o'clock - Small second counter at 6 o'clock Rhodium-plated applique indices, with polished and satin-finished top, with white SuperLuminova™ highlights Rhodium-plated hour and minute hands with white SuperLuminova™ Rhodium-plated chronograph seconds hand "Heuer" logo and "AUTAVIA" inscription at 12 o'clock, "HEUER-02" inscription at 6 o'clock
Water-resistance	100 metres
Bracelet	7-row bracelet in polished steel and polished ardillon buckle with Heuer logo

About TAG HEUER

TAG Heuer, the avant-garde of Swiss watchmaking since 1860. Ever since, TAG Heuer has been striving to push the boundaries further, inventing timepieces for those who love to defy convention. This technical expertise was harnessed at a very early stage for achieving extreme accuracy, particularly in the creation of exceptional chronographs. Under the leadership of Jean-Claude Biver, CEO of TAG Heuer and President of the LVMH Group Watch Division, the new models, including the connected watch, reveal a new dynamism: faster lead times and developments, and a completely transformed environment. TAG Heuer is currently the only watch brand to be able to communicate in the four different worlds: Art, Lifestyle, Sport and Heritage. Our partnerships in sport, with the Formula 1 Red Bull Racing team, the Monaco F1 Grand Prix, the FIA Formula E Championship, the Indy 500 in Indianapolis, and legendary races including the Pikes Peak and Carrera Panamericana; in football with Manchester United, the English Premier League, the German Bundesliga, the French Professional Football League, the Spanish La Liga, Major League Soccer in the USA, the Chinese Football League, the Japanese Premier League, the Asian Cup, the Chinese Men's National Football Team and the Australian Men's National Football team; in cycling with the professional BMC Racing team, the Tours of Abu Dhabi and Dubai, the Cadel Evans Great Ocean Road Race in Australia, the Giro d'Italia and the Tour of California; and our ambassadors, living football legend Cristiano Ronaldo, trendsetting it-girl Bella Hadid, icons of electronic music David Guetta and Martin Garrix, surfing champion Kai Lenny, American star quarterback Tom Brady, Australian actor Chris Hemsworth, Patrick Dempsey... all share the brand's core values: teamwork, ambition and a taste for challenge which also drive TAG Heuer to go beyond the traditions of the watchmaking industry.

Our slogan #DontCrackUnderPressure is much more than an affirmation: it is a state of mind. TAG Heuer is an LVMH Group company. For more information, visit tagheuer.com

Instagram : @tagheuer, Twitter: @TAGHeuer, Facebook: <https://www.facebook.com/TAGHeuer>

TAG Heuer International – Media Relations:

Annette Berthod – annette.berthod@tagheuer.com – +41 79 512 13 90

Cécile Luisier – cecile.luisier@tagheuer.com – T. +41 79 579 74 66