



TAG Heuer
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TAG Heuer launches the new limited edition Fangio Timepiece

Marking the 60TH Anniversary of Juan 'El Maestro' Fangio's fourth consecutive victory in the 1957 Drivers' World Championship

UK, London, 1st November 2017 - No discussion about the history of motor racing is complete without mention of Juan Manuel Fangio, the fabled Argentinian who won the Formula One World Driver's Championship no fewer than five times during the 1950s, setting a record that stood for 47 years before finally being broken by Michael Schumacher in 2003.

Sixty years after the 1957 victory, the new TAG Heuer Formula One Fangio Limited Edition marks the legacy of the celebrated sportsman and long-time inspiration of Jack Heuer.

With its heritage firmly cemented in motorsport, TAG Heuer is proud to commemorate this milestone in racing history with an exceptional new watch that celebrates Fangio's achievements - a Formula 1 chronograph featuring a racing-stripe in Argentinian colours on the dial and Fangio's distinctive signature on the back of the 43mm case.

The watch was unveiled at the London showroom of renowned historic car dealer and restorer J.D. Classics in the presence of a remarkable piece of Fangio memorabilia - a 1952 Jaguar C-Type that he bought new after spotting it on the Jaguar stand at that year's Belgian Motor Show.

Also on display were other covetable classic cars that evoked the golden era of which Fangio was the star.

Christian Horner OBE, team principal of Red Bull Racing Formula One Team, was in attendance at the launch event to participate in a question and answer session led by broadcaster and journalist James Allen on the motivation of motor racing and the personalities that shaped the sport.

Fangio, who became a professional racing driver relatively late in life after spells as a footballer, motor mechanic and soldier, made his competition debut in 1938 behind the wheel of a Ford V8 in the Turismo Carretera.

He soon became a master of South America's notorious endurance events - including the notorious Carrera Panamericana in Mexico, which would inspire Jack Heuer years later to design the Carrera range - bringing him private funding to race a Maserati in Europe. His sensationally fast driving quickly won him his first Formula One championship in 1951. In 1953, Fangio won again the race. The legends says he was wearing a Heuer watch on his wrist. Fangio captured his fourth title with Ferrari in 1956 and his fifth the following year with Maserati, before retiring in 1958 with 24 World Championship Grand Prix wins under his belt from 52 starts - still the highest percentage in F1 history.

TAG Heuer's motto 'Don't Crack Under Pressure' applies perfectly to friend-of-the- brand Fangio, which is why the celebrated Swiss watch maker - famed for its century-long links with



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motor sport - first honored him in 2001 with a 200-piece limited edition 'Targa Florio' chronograph that was dedicated to the driver and named after the famous Sicilian road race which he contested in 1953 and 1955, finishing third and second respectively.

Further models in tribute to Fangio were released by TAG Heuer in 2007 and 2011: a 4,000-piece edition to mark the 50th anniversary of Fangio's final World Championship win, followed by a 300-piece edition of the Formula 1 to commemorate the centenary of the driver's birth.

Some of the sale proceeds of these highly collectable Fangio editions have gone to the Museo Juan Manuel Fangio, which was opened in his home town of Balcarce in 1986 nine years before he died.

The TAG Heuer Formula 1 Fangio edition will be available limited to 900 pieces and is supplied on a matching steel bracelet. The U.K. price will be £1,350.00.

Notes for Editors:

Juan Manuel Fangio's 1952 Jaguar C-Type

The original sales invoice still with the car shows that Fangio, then approaching the height of his fame, was able to buy it for half of its official selling price of \$6,000 before shipping it home to Argentina with the intention of racing it - until the idea was blocked by his team bosses at Maserati.

The C-Type was subsequently sold to a Jaguar dealer in Buenos Aires. It was raced during the following four seasons and changed hands several times in Argentina before being bought by U.S. collector Bill Tracy in 1983.

During its three decades in Argentina it had been repainted several times but was otherwise remarkably original, encouraging Mr Tracy to meticulously restore the car, finishing it in racing red.

The C-Type returned to Europe in 1997, at which time the distinctive metallic bronze colour scheme that first caught Fangio's eye was reinstated.

The C-Type then returned to competition, taking part in that year's Mille Miglia before passing through the hands of several more owners until being purchased by J.D Classics which, since 2011, has successfully fielded it in historic racing events such as the Le Mans Classic, the Monaco Historic, the Goodwood Revival, the Mille Miglia and, especially fittingly, the Targa Florio.

About TAG HEUER

TAG Heuer, the avant-garde of Swiss watchmaking since 1860. TAG Heuer has been striving since then 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 Spanish La Liga, the French premiere league, Major League Soccer in the USA, the Chinese Football League, the Japanese Premier League, the Asian Cup, 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-girls Bella Hadid and 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

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