



HUBLLOT celebrates the 2012 FORMULA 1 UNITED STATES GRAND PRIX by unveiling the F1™ King Power Austin

This year marks the grand return of Formula 1™ to the United States. The penultimate Grand Prix of the season will take place from the 16th to the 18th of November at the brand new "Circuit of The Americas" built in Austin, Texas. To mark this key event in American sporting history, Hublot, as the Official Watch of Formula 1™, has decided to introduce a special watch, the aptly-named F1™ King Power Austin, available as a limited edition of just 250 numbered pieces. With its titanium case, a material chosen for its lightness, resistance to corrosion and biocompatibility, this watch features unique elements which ensure it stands apart, created using diverse high-tech materials directly inspired by Formula 1™, such as the carbon and titanium bezel, satin-finished with a perforated effect which brings to mind the cutting edge performance of an high tech brake disc, the start and reset push-pieces, and a 30-minute timer at 3 o'clock. The strap is made from black Hornback alligator leather, accentuating the refined and powerful style of the piece, sewn onto black rubber which ensures that the strap is comfortable, hard-wearing and exceptionally flexible, with the red stitching subtly picking up the colour of the dial.

Reference	703.NQ.8512.HR.FTX12
Series	Limited to 250 pieces numbered from 01/250 to 250/250
Case	"King Power" - diameter 48 mm in vertical satin-finished titanium
Bezel	Titanium and carbon fibre, in "High tech brake disc" style 6 H-shaped titanium screws
Crystal	Sapphire with anti-reflective coating
Bezel Lugs	Black composite resin
Lateral inserts	Black composite resin
Crown	Titanium and black rubber
Push-pieces	START with red rubber inserts and black text at 2 o'clock RESET in black rubber with red text at 4 o'clock
Screws	Titanium
Case-back	Openworked, titanium
Water resistance	Approximately 100 metres or 10 ATM
Dial	Red and black, charcoal grey index with black SuperLuminova™ Grey F1™ logo at 12 o'clock
Hands	Vertical satin-finished with black SuperLuminova™
Movement	Hublot HUB4100, Mechanical chronograph with automatic winding
Date	Date window at 4.30
Bridges	Rhodium-plated, polished & satin-finished
Number of components	234 – Jewels: 27
Power reserve	Approximately 42 hours
Strap	Adjustable black hornback alligator leather sewn onto black rubber with red stitching
Clasp	Black PVD titanium "King Power" deployant buckle, titanium cap and decorative plate

Hublot: the exclusive story of Fusion. Hublot's reputation dates back three decades: at this time, it was the first prestigious Swiss watch brand to fuse precious metals with natural rubber. It sparked a genuine revolution in material innovation and aesthetics. In 2004, Jean-Claude Biver – one of the few people to have genuinely made their mark on Swiss watchmaking – gave Hublot a great new boost and revolutionised watchmaking with the creation of the "Big Bang". This multiple award-winning chronograph, with its contemporary and noble design, marked the start of the brand's spectacular success. Today, Hublot continues to write the story of the Art of Fusion by combining unusual materials – Magic Gold, ceramic, carbon, tantalum, tungsten, titanium and rubber – with more conventional ones – gold, platinum, steel, diamonds and precious stones. And despite its new high-tech watchmaking manufacture near Geneva and its impressive growth, the brand remains true to Swiss tradition, yet enriched with the visionary creativity of the 21st Century. For more information on Hublot, please visit www.Hublot.com.

About Formula 1™

Formula 1™, which began in 1950, is the world's most prestigious motor racing competition and is the world's most popular annual sporting series. In 2011 it was watched by over 515 million unique television viewers from 187 territories. The 2012 FIA Formula One World Championship™ runs from March to November and spans 20 races in 19 countries across five continents. Formula One World Championship Limited is a subsidiary of the Formula One group, founded by CEO Bernie Ecclestone and holds the exclusive commercial rights to the FIA Formula OneWorld Championship™. For more information on Formula 1™ visit www.formula1.com. The F1 FORMULA 1 Logo, F1, FIA FORMULA ONE WORLD CHAMPIONSHIP, GRAND PRIX and related marks are trademarks of Formula One Licensing BV, a Formula One group company. All rights reserved.