

JEWELRY

Tag Heuer links with Asian Football Confederation to reach global fanbase

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Tag Heuer for the Asian Football Confederation

By STAFF REPORTS

Swiss watchmaker Tag Heuer is expanding its relationship with the sport of soccer through a partnership with the Asian Football Confederation.

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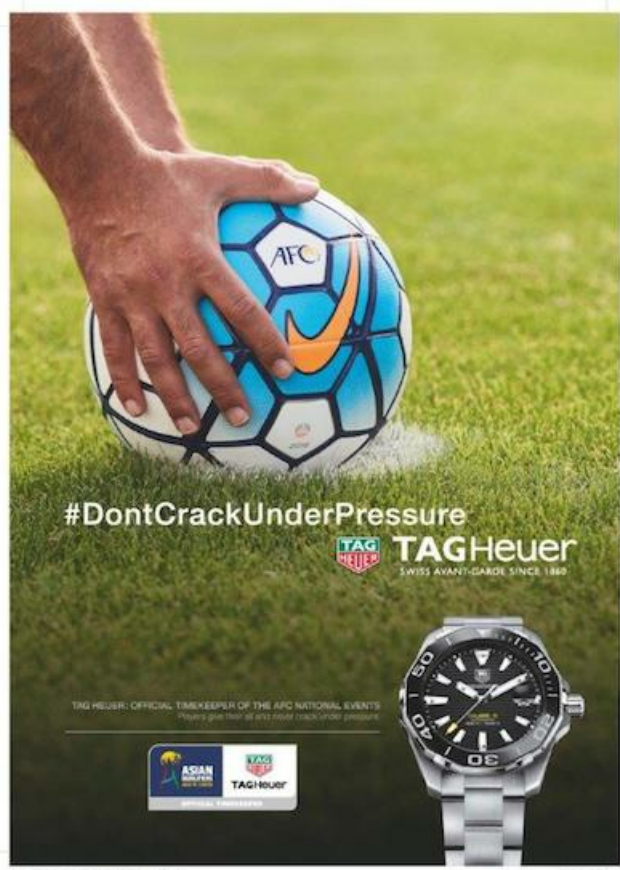
Through this new affiliation, Tag Heuer will be the official timekeeper and official watch of the confederation's national competitions. Football has become part of Tag Heuer's brand identity, allowing the watchmaker to speak to consumers around the globe through a shared language of sport.

In play

Tag Heuer will have a presence at the AFC Asian Cup, an international men's tournament that occurs every four years. The 17th edition will be hosted by the United Arab Emirates, with 24 national teams competing.

Also part of the partnership is the AFC's Qualifiers Final Round, which will be a qualifier for the 2018 FIFA World Cup. The first game of the third and final qualifying round kicks off in Russia on Sept. 1.

From Sept. 1-5, two groups of six teams will compete in round-robin games, with the top two from each group advancing to the world cup.



Tag Heuer ad for AFC

"We are very glad to be working with Tag Heuer and they will be the professional and reliable timekeeper for the 2018 FIFA World Cup Asian Qualifiers Final Round," said Dato Windsor John, the AFC general secretary, in a statement. "Every minute, every second can be vital in a football match and the AFC's Vision and Mission is to enhance our competitions and that includes with top brand partners.

"AFC's competitions are growing in terms of competition and excitement, with more and more fans watching in the stadiums and on television and it is a testament to the strength of the game in Asia that we have agreed this partnership with Tag Heuer," he said.

The partnership also includes the AFC Women's Asian Cup 2018 and the AFC Under-23 Championship 2020.

During AFC games, Tag Heuer will help keep time on screens and on the field.

"Football is the most popular sport in the world," said Jean-Claude Biver, CEO of Tag Heuer and president of the LVMH Watch division. "Football is like a language between people or a religion.

"With football, we communicate passion, emotion, joy, dreams, team spirit, organization, strategy and finally victory, values that are also carried by our brand and more importantly by the people who buy and wear our watches."

Tag Heuer's commitment to the game of soccer has been seen through other partnerships.

The brand will be assisting in timekeeping efforts of Premier League referees during the upcoming football season.

Starting next year, every Premier League referee will wear a Tag Heuer Connected timepiece during football matches. Tag Heuer has developed a new app for its Connected watch that was developed in close partnership with Premier League officials, ensuring the performance of the device ([see story](#)).