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Tag Heuer drives awareness for racing heritage through video game

March 9, 2017



Tag Heuer in Gran Turismo

By STAFF REPORTS

Swiss watchmaker Tag Heuer is bringing its timekeeping capabilities to a new, digital arena to engage with the next generation of consumers.

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Tag Heuer will make its video game debut in the upcoming Gran Turismo Sport, becoming the auto racing franchise's first watch partner. Providing depth to the partnership, Tag Heuer will make an appearance within an in-game digital museum, giving the watchmaker the opportunity to educate racing fans on its history with the sport.

On track

Tag Heuer will be the official timekeeper in Gran Turismo Sport, set to launch this year for Sony's Playstation 4. Reflecting Tag Heuer's real-world timing strategies, Polyphony Digital used the brand's Live Timing Technology in the game.

Gran Turismo has sold close to 77 million copies since it originally launched in Japan in 1997 and the game has more than 2 million players around the world.

In addition to placement in timekeeping functions and on signs around the virtual race tracks in the game, Tag Heuer also appears in a brand museum. Here, players can learn about historic events, including those that combine Tag Heuer and racing.

An addition "Brand Central" features an in-depth look at Tag Heuer's identity.

Tag Heuer | Official Timekeeper of Gran Turismo Sport

"Tag Heuer's history is intertwined with the world of motor racing. I am very proud to announce our brand's association with the world of digital entertainment," said Jean-Claude Biver, CEO of Tag Heuer and president of the LVMH Group watch division. "Tag Heuer's integration into Gran Turismo Sport powers us with great pride. It is a first for a watch brand.

"We share the same passion and, thanks to this new partnership, TAG Heuer will appear on millions of screens in

homes across the world, enabling us to be better connected to the younger generations than ever before."

Tag Heuer announced its latest timekeeping gig at its booth at the Geneva International Motor Show. The automaker's display at the show includes a display of race cars, including vehicles from the Tag Heuer-sponsored F1 Red Bull Racing Team and FIA Formula e Championship.

Also on view are a Porsche 911R and an Audi R8 LMS 2015 N 28.

Throughout the show from March 9-19, consumers can test their racing skills on one of five Playstation 4 Pro racing simulators running a Gran Turismo Sport experience, which include a virtual version of the Audi car on display.



Tag Heuer stand at the Geneva International Motor Show

Also in the booth are an open bar, a VIP lounge, photo booth and a virtual reality experience that immerses viewers into the Tag Heuer brand through Samsung Gear headsets. Consumers can also buy Tag Heuer timepieces in a pop-up store, such as the smart Connected watch.

Aside from Tag Heuer's live racing heritage, this partnership is also a natural fit due to game creator Kazunori Yamauchi's affinity for the watch brand. When the senior vice president of Sony Interactive Entertainment decided to begin wearing a wristwatch again after years without, he chose a Tag Heuer timepiece.

"Tag Heuer, who have been making history in partnership with the shining legends of motorsports such as Steve McQueen, Ayrton Senna and Red Bull Racing, is a perfect project partner for Gran Turismo Sport, which aims to redefine the next 100 years of motorsport history," Mr. Yamauchi said in a statement. "I am certain that the live timing technology of Tag Heuer will bring a level of reality to Gran Turismo Sport equal to the real world motorsport."

While a first of its kind collaboration for Tag Heuer, a number of automakers have looked toward video games to open up their vehicles to a wider audience of drivers.

Italian automaker Lamborghini's Centurio super sports car hit the virtual road before the real-world owners could take their cars for a spin.

Lamborghini's Centurio is the cover car for the latest edition of Microsoft Turn 10 Studios' racing franchise Forza. The model has been developed to celebrate the 100th anniversary of Lamborghini's founder's birth, making this video game partnership a means to share its milestone year with a broad audience ([see story](#)).