

JEWELRY

Tag Heuer ushers in New York's debut Formula E race as official timekeeper

June 26, 2017



New York City will see its first open-wheels race this month. Image credit: Tag Heuer

By DANNY PARISI

Swiss watchmaker Tag Heuer is reaffirming its relationship with sporting events as a branding tool by sponsoring the first Formula E race sanctioned in New York.

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Tag Heuer will act as the sponsor and official timekeeper for New York's inaugural New York ePrix Race July 15-16. The event will also serve to boost Tag Heuer's reputation as a brand associated with both luxury and the thrill of high-end car racing.

Official timekeeper

The relationship between luxury watchmakers and high-profile sporting events is a long and rich one. A number of watchmakers have recurrent roles as official timekeepers and sponsors for sporting events such as Omega and the Olympics and Hublot and the FIFA World Cup.

Now, Tag Heuer is continuing this tradition with its sponsorship of the inaugural Formula E race in New York.

This race, the ePrix Race, will be the first formula-style, open-wheels race held in New York. The race will occur at the Brooklyn Cruise Terminal.



Tag Heuer will act as official timekeeper. Image credit: Tag Heuer

The ePrix Race will be one of 12 races in nine countries that will together make up the FIA Formula E Championship. This is the championship's third year in existence.

The league started this past October and will conclude in Montreal on July 30. Every vehicle participating in the Formula E Championship is entirely electric.

Tag Heuer will act as sponsor and official timekeeper, and Tag Heuer watches are designated official watches of the Formula E Championship.

The watchmaker has been a founding partner of the Formula E Championship since its inception in 2014.

Outside of Formula E, Tag Heuer acts as the sponsor and timekeeper for a number of other motorsports events around the world, including Red Bull Racing, the FIA World Touring Car Championship and the FIM Endurance World Championship.

Motorsports

Tag Heuer's commitment to motorsports events extends beyond the real world and into the digital one, including the world of video games.

The brand 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 ([see story](#)).

Outside of motorsports, Tag Heuer also does work with other sporting events requiring timekeepers, including cycling events.

Tag Heuer is further linking itself to the world of cycling through three new affiliations with international races.

The Formula E Championship

Tag Heuer has become the official timekeeper of the Abu Dhabi Tour, the Amgen Tour of California and the Cadel Evans Great Ocean Road Race. Tag Heuer sees these partnerships as an opportunity to raise awareness through the medium of an increasingly popular sport ([see story](#)).

The brand has even recruited personalities from the racing world to pay tribute to its founder.

Actor, race car driver and ambassador for Tag Heuer, Patrick Dempsey, showed his and the brand's appreciation for Jack Heuer with a film that honors his contributions to the brand's legacy. "To Jack" was previewed at Baselworld in Basel, Switzerland along with the 55th Anniversary Special-Edition Autavia, but also aired in its entirety on Tag Heuer's social media platforms ([see story](#)).

With the upcoming Formula E Championship, Tag Heuer has added yet another racing event to its list of sponsorships in an attempt to raise brand awareness among the traditionally affluent formula racing fans.