

JEWELRY

Tag Heuer works with Jared to appeal to Indy 500 fans

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Tag Heuer has been a long-time sponsor of the Indy 500. Image credit Tag Heuer.

By STAFF REPORTS

LVMH-owned watchmaker Tag Heuer is operating a special trunk show in preparation for the Indy 500 race.

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Taking place over the weekend on May 27, Tag Heuer is hoping to excite fans for the upcoming automobile race, of which it is a sponsor. The watch brand is working with jeweler Jared the Galleria of Jewelry for a special trunk show, showcasing products and an Indy 500 prize package.

Tag Heuer went to Jared

At Jared's Keystone Cross location, Tag Heuer is presenting a trunk show from May 24 to May 27, where it will display an array of products.

Before the event, Tag Heuer offered the chance to win a special Indy 500 prize package ahead of the race on Sunday, May 27. Entries were closed on May 24 at 9 p.m., and the winner will be selected on May 25.

The prize features two Grandstand Indy 500 tickets, a parking pass and two VIP passes with access to garage and pit lanes before the race.

To enter, guests had to try on a Tag watch at the event and register.

Tag Heuer encouraged visitors to browse its collection at the trunk show, including its Heuer 01 range and three new limited-edition Indy 500-themed timepieces.

Wherever your next journey takes you - to the office, into the field, or out conquering the world - a TAG Heuer watch will be your best companion. [#DontCrackUnderPressure](#)

[#GraduationWatches](#) [#TAGHeuerCarrera](#) <https://t.co/4eDGqfnBGx> pic.twitter.com/EjnQ9Mlge0

Jared (@ThatsJared) [May 24, 2018](#)

The special giveaway is built off Tag Heuer's long-standing sponsorship of the Indy 500 race and other sporting events.

On top of its partnership with Indy 500 and Jared, Tag Heuer and Aston Martin recently drew on their shared passion for motorsports for a new alliance.

Tag Heuer has been named the official watch partner of Aston Martin, a position that includes placement on the automaker's racecars. Both Aston Martin and Tag Heuer have a history of testing out new innovations on the track, which the partners expect to lead to a synergistic collaboration. ([see more](#)).

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