

JEWELRY

## Tag Heuer recruits celebrity ambassadors, unveils limited edition watches for Indy 500

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*Chris Hemsworth represented Tag Heuer at the race. Image credit: Tag Heuer*

By STAFF REPORTS

Swiss watchmaker Tag Heuer brought together three ambassadors from three diverse backgrounds to advocate for the brand at the annual Indianapolis 500 auto race.

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Bringing together the worlds of Hollywood, racing and art, Tag Heuer recruited actor Chris Hemsworth, driver Alexander Rossi and artist Alec Monopoly to represent Tag Heuer. Together, the three men took part in various parts of the race, acting as ambassadors for Tag Heuer during the popular auto race in Indianapolis.

"Tag Heuer and motor sport racing have become synonymous with each other given the brand's long, rich history and connection to the sport," said Kilian Mueller, CEO and president of Tag Heuer North America, in a statement. "The Indianapolis 500 is one of the most famous races in the U.S. and it is so exciting to not only be the official timekeeper, but also to have three Tag Heuer ambassadors participate and contribute this year."

### Indy 500

The Indianapolis 500 is one of the most popular auto races in the United States. The annual race regularly draws in thousands of viewers, making it a must-watch for fans of auto racing.

As official timekeeper for the race, Tag Heuer used this year's event as an opportunity for brand advocacy.

The brand has recruited three major celebrities from their respective fields to advocate for the brand. Mr. Rossi drove in the race wearing a specially designed helmet created by artist Mr. Monopoly.



*Chris Hemsworth with the new Tag Heuer watch. Image credit: Tag Heuer*

Meanwhile, hot off the massive box office success of "Avengers: Infinity War," Mr. Hemsworth was on site to wave the flag that began the race.

Additionally, Tag Heuer has released two limited edition models inspired by the Indianapolis 500: the Carrera Heuer 01 and a Formula One.

The watch brand has previously integrated itself into the auto world with a number of partnerships. For instance, Tag Heuer and Aston Martin are drawing 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 race cars. 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 story](#)).

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