

## Tag Heuer creates special edition timepiece for Aston Martin

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Aston Martin inspires Tag Heuer's latest creation to celebrate their partnership. Image credit: Tag Heuer

By STAFF REPORTS

Swiss watchmaker Tag Heuer has launched its second watch created in partnership with British automaker Aston Martin for a collector's piece.

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The two announced their partnership earlier this year at the Geneva Motor Show and have now released AG Heuer Carrera Calibre Heuer 01 Aston Martin Special Edition worldwide. The watch was created with visuals inspired by Aston Martin's designs such as patterns, shapes, colors and precision, the two brands say.

Automakers and watchmakers

Tag Heuer's timepiece shows its mechanical movements visible through the dial, showing off its precision.

The watch also features reshaped lugs to match Aston Martin's bodywork.

"This timepiece is a beautiful reflection of the design language of both Aston Martin and Tag Heuer," said Marek Reichman, vice president and chief creative officer at Aston Martin, in a statement. "The collaboration provided a fascinating opportunity for us to work with the creative talents at Tag Heuer to design a product that truly showcased beautiful bespoke craftsmanship that reflects the importance of peak performance."

"Each watch will provide its owner with a taste of the Aston Martin luxury lifestyle where there is attention paid to every detail," he said. "They will also enjoy the craftsmanship and build quality that is synonymous with the two brands."



*Tag Heuer's special edition watch. Image credit: Tag Heuer*

Prior to the watch release, Tag Heuer and Aston Martin announced the two 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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