

WATCHES

## Tag Heuer's third edition smartwatch geared to sporty lifestyle

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*The third edition of the Tag Heuer Connected watch, first launched in 2015. Image courtesy of Tag Heuer*

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By LUXURY DAILY NEWS SERVICE

Tag Heuer has unveiled the third edition of its smartwatch offering a slew of digital services geared to the sporting lifestyle.

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The new version comes on the heels of the Connected Golf Edition that Tag Heuer launched last year.

"The Tag Heuer Connected watch was designed and engineered with the same passion and attention to detail as our mechanical watches," said Frdric Arnault, chief strategy and digital officer of Tag Heuer, in a statement.

"Quality of execution is paramount in everything we do, and we never compromise on aesthetics or emotion," he said. "The Connected watch is not only a beautiful timepiece, it's a truly immersive experience, as it now sits within a complete Tag Heuer digital ecosystem geared towards performance and sports.

"The navigation has been deeply refined so the product is as intuitive and easy to use as possible, both in everyday life and during sports sessions."

Tag Heuer first introduced its smartwatch in 2015.



*The Tag Heuer Connected smartwatch. Image courtesy of Tag Heuer*

#### Watch out

Tag Heuer's latest launch comes a month after market researcher Strategy Analytics claimed that the Apple Watch outsold the entire Swiss watch industry last year, hinting at the direction younger consumers are going with always-on digital connectivity offered by smartwatches.

While analog wristwatches are popular with older generations, younger buyers are gravitating toward smartwatches and computerized wristwear, according to Strategy Analytics. This shift is most affecting the premium end of the Swiss watch business in which many luxury firms such as LVMH and Swatch Group have a stake ([see story](#)).

The **Tag Heuer** Connected watch offers daily connected services from Wear OS by Google and sports experiences courtesy of the new Tag Heuer Sports app that provides detailed tracking for golf, running, cycling, walking, fitness and other sessions with the watch's built-in GPS and heart-rate monitor, among other sensors.

The experience on the wrist is complemented by a newly developed Tag Heuer mobile companion app that allows for even greater personalization and insights into the wearer's achievements, the LVMH-owned company said.

The 45-mm stainless-steel or titanium cases has the design, materials and finishes of Tag Heuer chronographs, including their signature faceted lugs, polished and brushed details, a graduated ceramic bezel, a central rotating crown now flanked by two functional pushers, a screwed caseback and bracelet and strap choices in black rubber or steel with a folding buckle.

The dial features an ultra-legible all-active and flush OLED touchscreen protected by a scratch-resistant sapphire crystal.

To extend the battery life, the screen alternates between active and ambient mode, but it always indicates time.

The watch is fitted with a magnetic battery charger and a bespoke travel pouch.

Prices range from \$1,800 to \$2,350 about four times the price of a typical Apple Watch.

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