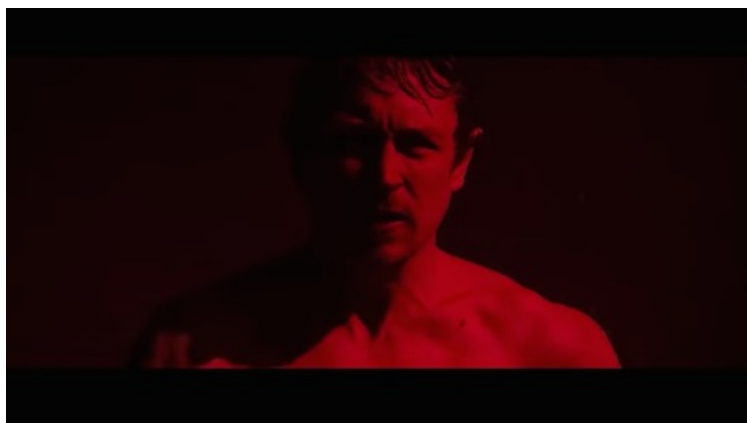


WATCHES AND JEWELRY

Tag Heuer breaks new campaign to honor 160th anniversary with new Carrera Sport Chronograph

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Tag Heuer is continuing its links to endurance racing with the launch of a new campaign supporting the latest edition of the Tag Heuer Carrera Sport Chronograph. Image credit: Tag Heuer

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Tag Heuer has launched a new campaign called "Forever Chasing Tomorrow" to celebrate its 160th anniversary with the relaunch of its Carrera Sport Chronograph.

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The LVMH-owned brand has reimagined the Tag Heuer Carrera watch, which has been a favorite of professional racecar drivers since its launch 57 years ago. The new model is supported by a campaign that stresses that every challenge is an opportunity to build the future.



Tag Heuer Carrera Sport Chronograph. Image credit: Tag Heuer

Enduring power

The saga of the Tag Heuer Carrera goes back to 1963, when Jack Heuer, supplier of the official chronometer for the 12 Hours of Sebring endurance grand prix in Florida, learned of another epic endurance race in Mexico, the Panamericana, the company said. He set about to design the first Heuer Carrera, particularly for professional

drivers.

The watch has undergone decades of reinterpretations. The latest iteration, followed by new models paying homage to the 1963 original and limited editions, comes in a range of contemporary models with support from a global launch.

Tag Heuer's campaign shows an endurance race driver who overcomes seemingly impossible challenges with mental strength and sheer passion during the nighttime segment of the race.



Tag Heuer continues its strong association with race car drivers. Image credit: Tag Heuer

Key to the campaign is a film called "The Longest Night," shot by Daniel Wolfe, who is known for his work for Hennessy, Mini Cooper and Nike.

Magnum photographer Christopher Anderson shot the print campaign, snapping moments from the "The Longest Night" film that focus on the driver's concentration before the moment of action that decides the final outcome of the race.

"Inspired by the world of endurance racing that spawned the original Carrera model, the Forever Chasing Tomorrow' campaign presents each challenge as an opportunity to be seized to build the future and become a legend," Tag Heuer said in a statement.

"This resilient mindset resonates powerfully with new generations avid to keep the drive alive and face adversity without ever giving up."