

WATCHES AND JEWELRY

## Tag Heuer, Porsche celebrate shared history with new partnership

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*The Tag Heuer Carrera Porsche Chronograph. Image credit: Tag Heuer*

By KATIE TAMOLA

Swiss watchmaker Tag Heuer and German automaker Porsche are collaborating on a new watch collection built on the brand's shared history.

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Tag Heuer and Porsche are highlighting the similarities in their core values, including respect for their roots, sleek designs and commitment to technological innovation. The new Tag Heuer Carrera Porsche Chronograph watch will be the first release from the partnership.

"This partnership works because it effectively ties the performance of the Tag Carrera collection to the performance of the Porsche and sports-car enthusiasts," said Donnie Pacheco, founder of [Donnie P. Consulting](#), Seattle. "Tag has also kept the design of the watch simple and uncluttered.

"It is a functional chronograph, but the overall design is clean, classic and simple," he said. "This helps it appeal to a broader audience."

It's about time

Tag Heuer released a short film showcasing its collaboration with Porsche.

The film opens with cinematically shot silhouettes of the Porsche 911 Carrera S and the Tag Heuer Carrera Porsche chronograph, set to the soundtrack of "Someone I Know" by Margo Guryan.

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A man wearing the Tag Heuer watch starts the Porsche ignition. He then revs the engine and drives in what appears to be a dimly lit showroom and tunnel, the film featuring splices of closeups of the sleek and sophisticated vehicle and watch.

The film then begins zeroing in on shots of both the interior and exterior of both the vehicle and watch as they are used in conjunction by the driver.

The film concludes with a full and slow-motion view of the Tag Heuer Carrera Porsche Chronograph and a

statement, "One name. Two legends. Reignited."

Tag Heuer and Porsche have a rich history of collaboration, having first come together decades ago.

In 1954, Porsche gained a class win in the Carrera Panamericana race, leading the company to call its most powerful engine, Carrera." In 1963, Jack Heuer created the first Heuer Carrera chronograph, designed for drivers to easily see the time when driving.



*The watch was inspired by the Porsche Carrera. Image credit: Tag Heuer*

The new Tag Heuer Carrera Porsche Chronograph is the first product released in the recent collaboration. The brands will release more products as part of their partnership.

The new watch features Porsche's engraved inscription on the bezel and features the colors red, black and grey, which are colors historically connected to both brands.

The transparent crystal case back is the oscillating mass, which has been designed to resemble a Porsche steering wheel.

Brands going beyond

Brands continue to seek meaningful and unique collaborations that will catch the eyes of consumers.

Partnerships between automakers and watchmakers can be particularly fruitful in boosting brand engagement. Automakers that have partnered on limited-edition timepieces include Lamborghini and Land Rover.

For its part, Porsche has roots in watchmaking.

Ferdinand Alexander Porsche, creator of the Porsche 911, designed the Chronograph 1, the world's first matte-black wristwatch, in 1972. This inspired a Porsche Design project that allows consumers to select from more than 1.5 million design configurations to create custom timepieces to match their vehicle ([see story](#)).

In another recent partnership between Tag Heuer and Porsche, the watchmaker served as the title and timing partner for Porsche's Formula E team during the 2019-20 season ([see story](#)).

The new Tag Heuer Carrera Porsche timepiece will be available to purchase later this month.

"Consumers get a watch that is directly tied to the sports car world, that is clean in design yet very functional," Mr. Pacheco said. "It can be worn for all occasions with attention to quality materials, functionality and small design details."