

WATCHES AND JEWELRY

Tag Heuer races into Miami with go-kart pop-up

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Tag Heuer is bringing a go-kart experience to Miami. Image courtesy of Tag Heuer

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Tag Heuer is referencing its racing history with an upcoming activation for the first Miami Grand Prix.

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Next month, Tag Heuer is taking over the Miami Design District's Jungle Plaza in celebration of its partnership with the Oracle Red Bull Racing Team. As part of the outdoor installation, the watchmaker will have a pop-up go-kart track.

Joyride

To capture a real racing environment, Tag Heuer's pop-up racetrack will have a raised platform for cheering spectators. Guests can race on another in go-karts and wave the famous checkered flag at the end of a race.

Unique product displays, inspired by petrol stations, will surround the track to showcase Tag Heuer watches designed in a collaboration with Oracle Red Bull Racing. There will also be a mural backdrop and an artistic interpretation of Max Verstappen's Oracle Red Bull Racing car.



The TAG Heuer Formula 1 Red Bull Racing Special Edition watches. Image credit: Tag Heuer

In a nod to brand history, a shipping container will be transformed into a pop-up exhibit about Tag Heuer's motorsport history. It will also offer go-kart gear for riders.

Tag Heuer's Jungle Plaza pop-up and racetrack will first be revealed to VIPs and friends of the brand on May 2, and open to the public from May 3 through May 7 via online registration. The brand will also host a private cocktail party on May 7 with brand ambassadors including Oracle Red Bull Racing Team drivers Mr. Verstappen and Checo Perez.

The inaugural Miami Grand Prix, part of the 2022 Formula One World Championship, will take place on May 8.

In addition to Formula One, Tag Heuer also has a presence in Formula E, motorsports' electric street racing offering. Since 2019, the watchmaker has been the title and timing partner for Porsche's Formula E racing team, officially named the Tag Heuer Porsche Formula E Team ([see story](#)).

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