

WATCHES AND JEWELRY

Tag Heuer, Porsche release special edition timepiece

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The Tag Heuer Connected Calibre E4 Porsche Edition. Image credit: Tag Heuer

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Tag Heuer and German automaker Porsche are celebrating the release of their first collaborative smartwatch, the Tag Heuer Connected Calibre E4 Porsche Edition.

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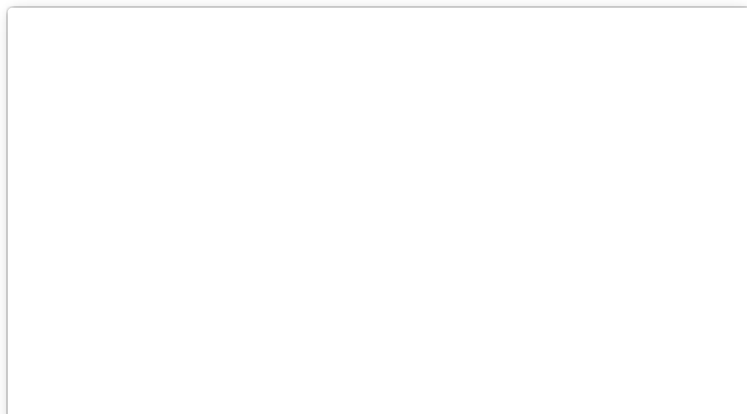
The watch was presented at the SJ Kunsthalle event in Seoul on Thursday, in addition to the unveiling of the new Porsche 99X Electric vehicle created exclusively for the Formula E race. The two new creations mirror each other in their colorways: frozen blue and black.

"Porsche and Tag Heuer celebrate two world premieres in Seoul," said Carlo Wiggers, director of team management and business relations at **Porsche**, in a statement.

"To commemorate these great events, we decided to campaign our two Porsche 99X Electric racers at the season finale with a special livery design that represents the new watch."

Time to race

Inspiration for the color combination of the Tag Heuer Connected Calibre E4 Porsche Edition came from the frozen blue version of the all-electric Porsche Taycan.



[View this post on Instagram](#)

A post shared by TAG Heuer (@tagheuer)

The graphic elements of the design reflect the pit boards, speed and progress and intend to draw attention to the lights of the South Korean city in which it was revealed.

"We are delighted to be in Seoul with our close partner Porsche to celebrate the launch of the first and much-anticipated Tag Heuer Connected Porsche Edition," said George Ciz, chief marketing officer of Tag Heuer, in a statement.

"What better moment than Seoul's first E-Prix weekend, to see our shared values and ambitions around technology, design, performance, precision and connectivity come to life, on and off the track, in such an exciting way."

The watch retails for \$2,750.

While this is the first smartwatch from the two brands, they collaborated in 2021 on the Tag Heuer Carrera Porsche Chronograph the first timepiece from their partnership ([see story](#)).

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