

WATCHES AND JEWELRY

Tag Heuer, Nintendo race towards new timepiece spotlighting Mario Kart

October 13, 2022



Circled in the same color as his distinguished red hat, a small Mario is also featured on the dial. Image credit: Tag Heuer

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker **Tag Heuer** is once again delving into the world of gaming tycoon Nintendo's most famous mustachioed character, Mario.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

A cinematic vignette juxtaposes the essence of Mario with the elegance of the watchmaker in promoting the newest Tag Heuer Formula 1 x Mario Kart Limited Edition timepieces. In a push from yet another luxury brand to reach younger audiences, Tag Heuer is inviting consumers to visit its website to gain early access to the watches.

On the track

Mario Kart is a racing game series starring various beloved Nintendo characters, including Mario, Luigi, Princess Peach and more.

The promotional vignette, beginning with the same sound as Mario Kart races begin with, is set to a suspense-building instrumental soundtrack and laden with Mario's voice. The film juxtaposes the fun entertainment of the Mario Kart series with the elegant ethos of Tag Heuer.

Ready to go for the finish line?

We're excited to announce the release of our newest **#TAGHeuerFormula1 X Mario Kart Limited Edition!** With this special attention to detail, you'll always be first on the track!

Early access ahead of the release at: <https://t.co/Sdu0Sb5fZ9> pic.twitter.com/e3Osexh7w9

TAG Heuer (@TAGHeuer) **October 13, 2022**

Tag Heuer and Nintendo are tapping into one of Mario's most famous roles

Registration is open until Oct. 17 to receive early access on Oct. 20 for the Tag Heuer Formula 1 X Mario Kart

Chronograph timepiece, which retails at \$4,300.

Regarding the Tourbillon Chronograph version, which retails at \$25,600, interested consumers are asked to register on Tag Heuer's website to receive a notification for when it becomes available.

The 44-millimeter case holds a sporty feel with references to Mario Kart, the black ceramic Tachymeter bezel also illustrates the game's logo.

Circled in the same color as his distinguished red hat, a small Mario is also featured on the dial. The stainless-steel case back features an engraved Mario Kart logo.

The strap completes the set of Mario-laden touches with red stitching and lining.

This is Tag Heuer's latest ode to the gaming icon.

Last year, Tag Heuer and Nintendo marked the beginning of its long-term collaboration with a limited-edition smartwatch spotlighting Mario ([see story](#)).

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.