

COMMERCE

## Tag Heuer names new athletic ambassadors ahead of 2024 Olympics

August 18, 2023



Motswana sprinter Letsile Tebogo takes one of three new Tag Heuer brand ambassador spots. Image courtesy of Tag Heuer

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Tag Heuer is introducing three speedy brand representatives.

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The label has brought in American track and field sprinter Fred Kerley, Motswana sprinter Letsile Tebogo and Canadian swimmer Summer McIntosh, announcing the trio's new role as ambassadors. The talented athletes are likely to be competitors at next year's Olympic Games, granting Tag Heuer a global platform.

"We are immensely proud to welcome our youngest ambassadors to the Tag Heuer Family," said Frdric Arnault, CEO of **Tag Heuer**, in a statement.

"Our shared commitment for high performance and avant-gardist spirit make these partnerships a natural fit," Mr. Arnault said. "We eagerly look forward to supporting them in the years to come, as well as their remarkable journey towards the big 2024 happenings."

Finish line

All of Tag Heuer's appointments, including 17-year-old Ms. McIntosh, 20-year-old Mr. Tebogo and 28-year-old Mr. Kerley, are standout competitors in their respective sports.

Ms. McIntosh is an accomplished swimmer, holding the world record for the 400-meter medley. The professional is also a four-time world champion.

Mr. Tebogo is the youngest African athlete to compete in track and field since 1972, having won two gold medals and two silver medals between his appearances at the 2021 and 2022 Junior Athletics Championships.

Exciting news alert! Thrilled to be teaming up **@TAGHeuer** x **@fkerley99**. Let's embrace precision and performance together. **#TAGHeuer #TAGHeuerConnected**  
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TAG Heuer (@TAGHeuer) **August 17, 2023**

An established Olympic participant, Mr. Kerley is currently recognized as the 6th fastest man of all time, tying with two others for the position. He holds records for the 100-meter, 200-meter and 400-meter races alongside multiple world championship titles and an Olympic silver medal from 2021's events.

The friends of the house uphold the same values as the company, placing passion and mental strength above all. As brand partners, the three will be the faces of Tag Heuer's Connected Calibre E4 Titanium 42 mm model.

Fellow Swiss watchmaker Omega will keep time for the trilogy of Tag Heuer's athletes at the 2024 Paris Olympics, renewing its commitment to the global events for the 31st time ([see story](#)).

"I'm very excited about embarking on this exciting new partnership with Tag Heuer and being in the esteemed company of their ambassador roster," said Mr. Kerley, in a statement.

"Joining Tag Heuer as their newest brand ambassador fills me with boundless enthusiasm," Mr. Kerley said. "I strongly believe in the brand's values of exceptional performance, precision and passion for pushing boundaries, and I am committed to upholding these standards in every stride I take, both on and off the track."

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