



### **TAG Heuer Celebrates Aston Martin Red Bull Racing Partnership**

To mark the launch of the 2018 Formula 1 season, Swiss watchmaking brand TAG Heuer unveiled its new Connected Modular 45 Aston Martin Red Bull Racing Special Edition ahead of the Australian Grand Prix in Melbourne.

TAG Heuer hosted its highly-anticipated annual Grand Prix Cocktail Party at Melbourne's favourite rooftop venue, Luminare, overlooking the Melbourne skyline. Special guest Aston Martin Red Bull Racing F1 driver, Daniel Ricciardo was joined by an impressive guest list of media and sporting personalities and VIPs.

TAG Heuer Connected Modular 45 Aston Martin Red Bull Racing Special Edition features all the functionalities of the Connected Modular 45. The TAG Heuer Connected Modular 45 is the first TAG Heuer Modular luxury watch bearing the Swiss Made Label.

The timepiece has been designed, developed, and assembled in the TAG Heuer Manufacture, in La Chaux-de-Fonds in Switzerland, in the same spirit and with the same high standards as a luxury product with Swiss Made quality.

The watch features an original concept which is brand new in the field of connected watches: the connected module is interchangeable with an Haute Horlogerie mechanical module - 3 hands, chronograph or chronograph tourbillon COSC certified - offering a vast choice of materials, colours and combinations: the concept of modularity also applies to the lugs, strap, buckle.

This is a genuine Swiss luxury watch engineered in collaboration with Intel: water-resistant to 50 meters, it features GPS, an NFC sensor for payments, a stunning high definition AMOLED screen, a wide selection of unlimited customizable TAG Heuer dials. Google's Android Wear 4.4+ or iOS 9+ and the new TAG Heuer Companion app improve the software experience and keep you connected with the people and information that you care about most.

As the Official Timekeeper, Official Watch and Team Performance Partner of Aston Martin Red Bull Racing, the brand's iconic shield is featured on the driver's helmets, gloves, team uniform and race suits, and of course the 2018 car is fittingly named the Aston Martin Red Bull Racing-TAG Heuer RB14. It was the team's atypical approach to sport, performance and entertainment which appealed to TAG Heuer and which continues to be perfectly in line with the avant-garde Swiss watch brand's marketing strategy.

**Photo Credit: Lucas Dawson Photography**

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