

## **TAG Heuer Ardently Presents Three Exquisite Timepieces as a Token of Love on Mother's Day**

Mothers of the 21<sup>st</sup> century are versatile and remarkable. They are bold trendsetters of confidence and independence, stylish icons who exude elegance and sophisticated flair. As Mother's Day is around the corner, Swiss avant-garde watchmaker TAG Heuer ardently presents three masterpieces that faithfully interpret mother's diverse nature as a caring, strong and spirited figure, adding glamour to the beauty of motherly love.

The latest edition of TAG Heuer Connected watch is a unique combination of the refinement and outstanding performance of a chronograph-inspired timepiece. Crafted with a modular design and intelligent integrated functions, it offers mothers who are occupied by work a brand-new experience. This edition features a PVD black ceramic bezel and a dial consists of an ultra-legible all-active and flush OLED touchscreen protected by a scratch-resistant sapphire crystal. Matched with a black rubber strap with a folding buckle, the intuitive interchangeable bracelet system allows mother to easily switch up her look with a bolder perforated red rubber strap. The timepiece provides wearers with immersive sports experiences thanks to the new TAG Heuer Sports app, which provides detailed tracking for golf, running, cycling, walking, fitness and other sessions with the watch's built-in GPS and heart-rate monitor, among other sensors. A timepiece that combines elegance and craftsmanship with new high-tech features, it pushes the limits of urban women to discover their talents and potentials.

The Aquaracer Lady timepiece fuses true sporting performance with elegant design, enhancing the charisma of fashionable and refined ladies. The silver lacquered dial in the slender 32mm steel case is adorned with rose gold details and set with 11 shimmering diamonds, imbuing the timepiece with extravagance. The rose gold-plated indexes and hands with white SuperLuminova® increase the readability of the dial in the dark. Combining a water resistance of up to 300 meters, its authentic and advanced technicality, the timepiece takes hold of every mother's passion in everyday life.

The refined and feminine Carrera Lady watch embodies the uniqueness and boldness of modern woman with a vivid touch of color, while staying true to Carrera line's daring personality and iconic heritage. Elegant and enduring, the Carrera Lady timepiece features a purple dial and an eye-catching alligator purple strap with a quartz movement, deftly combining performance and style. The silver-toned highlights ramp up the dial's readability and glamorous allure, making it the ideal accessory for the discerning and confident urban woman.

Exquisite in styles, the three masterpieces highlight the versatility of modern woman. Crafted in elegant appeals, the expertise and craftsmanship of the brand are well interpreted down to every detail, perfectly echoing with the sophisticated flair of mother. Whether she is the every-day energetic lady, brilliant elites in the workplace or the modest and gentle mother at home, these timepieces are the best companions that will unleash mother's true glamour.

### **About TAG Heuer**

TAG Heuer, founded in 1860 by Edouard Heuer in the Mountains of Switzerland, is a luxury watch brand that is part of LVMH Moët Hennessey Louis Vuitton SE ("LVMH"), the world's leading luxury group. Based in La Chaux-de-Fonds, Switzerland and with four production sites, TAG Heuer has 1,470 employees and is active in 139 countries. TAG Heuer products are available online on the watchmaker's website and at 160 boutiques and 3,500 points of sale worldwide. The company is headed up by Stéphane Bianchi, CEO of the LVMH Watchmaking Division and CEO of TAG Heuer.

For 160 years, TAG Heuer has demonstrated pure avant-garde watchmaking spirit and a commitment to innovation with revolutionary technologies that have included the oscillating pinion for mechanical stopwatches in 1887, the Mikrograph in 1916, the first automatic-winding chronograph movement – Calibre 11 – in 1969, the first luxury smartwatch in 2015, and the ground-breaking Isograph technology in 2019 made possible through a unique collaboration with the TAG Heuer Institute. Today, the brand's core collection consists of three iconic families designed by Jack Heuer – TAG Heuer Carrera, Monaco and Autavia – and is rounded out with the contemporary Link, Aquaracer, Formula 1 and Connected lines.

Capturing TAG Heuer's motto, "Don't Crack Under Pressure", are prominent partnerships and brand ambassadors that express the brand's passion for action and high performance. These include the Formula E World Championship, of which the brand is a founding partner, the TAG Heuer Porsche Formula E team, the Aston Martin Red Bull Racing Formula 1 Team, the Formula 1 Monaco Grand Prix, the World Endurance Championships, the Indianapolis 500, legends Steve McQueen and Ayrton Senna, actors Chris Hemsworth and Patrick Dempsey, ATP next-generation tennis players Alex de Minaur, Frances Tiafoe, Denis Shapovalov and Felix Auger Aliassime, and surfer Kai Lenny, among others.