



TAG HEUER INTRODUCES THE NEW GENERATION OF ITS LUXURY CONNECTED WATCH

THE SWISS LUXURY WATCHMAKER COMBINES ELEGANCE AND CRAFTSMANSHIP WITH NEW HIGH-TECH FEATURES FOR A CUSTOMISED PHYSICAL AND DIGITAL EXPERIENCE FOCUSED ON PERFORMANCE.

New York City, USA – 12 March 2020: TAG Heuer pioneered the luxury connected watch segment in 2015 and has since introduced a variety of models, most recently the Connected Modular Golf Edition in 2019. With the third generation of its visionary Connected timepiece, TAG Heuer makes a design and technological statement that further solidifies its position as leader of the luxury connected watch category for the long term.

The TAG Heuer Connected watch is a unique combination of the refinement and elegance of a chronograph-inspired timepiece crafted in the purest watchmaking tradition, with a state-of-the-art, custom-designed digital experience geared towards performance. It offers customers a striking and versatile wristwatch to enhance their individual lifestyle, from daily connected services offered from Wear OS by Google, to immersive sports experiences thanks to the new TAG Heuer Sports app, which provides detailed tracking for golf, running, cycling, walking, fitness and other sessions, thanks to the watch's built-in GPS and heart-rate monitor, among other sensors. The experience on the wrist is complemented by a newly developed TAG Heuer mobile companion app that allows for even greater personalisation and insights into the wearer's achievements.

TAG Heuer's Chief Strategy and Digital Officer, Frédéric Arnault, who has led this ambitious project since its start eighteen months ago, explains: "The TAG Heuer Connected watch was designed and engineered with the same passion and attention to detail as our mechanical watches. Quality of execution is paramount in everything we do, and we never compromise on aesthetics or emotion. The Connected watch is not only a beautiful timepiece, it's a truly immersive experience, as it now sits within a complete TAG Heuer digital ecosystem geared towards performance and sports. The navigation has been deeply refined so the product is as intuitive and easy to use as possible, both in everyday life and during sports sessions. It expresses the brand in a completely new way and offers limitless possibilities in terms of innovation for the future. Thanks to the talent and dedication of our teams, the new Connected is a truly brand-defining product that will lead the way into a new era for TAG Heuer."

As of today, the new TAG Heuer Connected watch is available to order in all regions. It will land in a select network of retailers and TAG Heuer boutiques on Friday, 13 March 2020, and will also be available at www.tagheuer.com



A luxury timepiece

The 45-mm stainless-steel or titanium cases echo the distinct design, noble materials and refined finishes of TAG Heuer chronographs, including their signature faceted lugs, polished and brushed details, a graduated ceramic bezel, a central rotating crown now flanked by two functional pushers, a screwed caseback and elegant bracelet and strap choices in black rubber or steel with a folding buckle.

The dial features an ultra-legible all-active and flush OLED touchscreen protected by a scratch-resistant sapphire crystal. To extend the battery life, the screen alternates between active and ambient mode, but it always indicates time. The watch is fitted with a magnetic battery charger and a bespoke travel pouch.

Make it your own

On the screen, customers can choose between five always-on mechanical- or digital-inspired TAG Heuer watch faces, and can further customise each to match their unique style and needs.

Taking inspiration from the brand's timekeeping heritage, watchmaking expertise and timeless design codes, the dials include a three-hand version of the Heuer 02 manufacture movement skeletonised dial, a digitalised Carrera Heuer 01, a liquid crystal-like display, a unique algorithm-based neural network animation named Orbital, and a tribute to the hexagonal nanotube structure of the brand's carbon composite hairspring.

The watch faces can easily be set to different dial options and colours, and even programmed to highlight individual preferences: activity progress, notifications, weather and more, directly on the watch or from the new TAG Heuer mobile companion app, which will introduce new designs regularly.

The versatility of the TAG Heuer Connected watch is also enhanced by an intuitive interchangeable bracelet system. With a single clip motion, the wearer can switch up their look with a choice of durable rubber straps available in a classic black scale pattern with red stitching, or bolder perforated red, orange or khaki, complementing the core steel and black options.



Connected lifestyle

Powered with Wear OS by Google, the TAG Heuer Connected watch supports wearers throughout every activity of their day with invaluable services such as Google Assistant and Google Translate using the microphone located on the left side of the case, e-mail and message notifications, Google Pay in shops and countries where this service is enabled, as well as music controls, an agenda, weather, maps and more with Google Play and its wide selection of apps, available for iOS and Android mobile users alike.

Wear OS by Google and Google Fit's VP of Product Management Stacey Burr says: "TAG Heuer sets the standard for building smartwatches that are uniquely personalised and curated for their customers. As strategic partners, TAG Heuer and Wear OS by Google push the wearable platform forward and enable innovative connected experiences for our users. We've truly enjoyed working together on the new TAG Heuer Connected, which raises the bar of quality and style for the category."

Ready for action

Every feature of the TAG Heuer Connected watch has been purposefully selected to enhance the wearer's experience – specifically during sports.

Designed with high-intensity activities in mind, the TAG Heuer Connected watch offers sapphire glass screen protection, ultra-lightweight grade 2 titanium on the matt black case, rubberised straps for optimal grip, breathability and comfort, a 5 ATM water resistance rating, suitable for low-velocity and shallow-water activities, such as swimming or running in the rain, and a 430 mAh all-day battery optimised to include a one-hour sports session using GPS, audio streaming and heart-rate monitoring. For longer activities, the battery can support up to six hours of constant sports tracking using GPS, heart-rate monitoring and music, and can be fully recharged in just 1.5 hours at temperatures between 15°C and 45°C.

The physical features of the case are fully and instinctively integrated to enhance the sports experience and allow for even more precise commands: the 2- and 4-o'clock pushers provide app-opening shortcuts, along with start, pause, resume and reset functions, and the rubber-coated crown offers a second option for scrolling through the information on display, ideal for in-action usability.

Activities are recorded with maximal precision and accuracy thanks to top-of-the-line sensors, including a new non-medical-grade heart-rate monitor, made of high-tech resin and naturally integrated into the caseback. This also enables reliable monitoring of calories burned, while the built-in GPS measures the user's position during workouts and can calculate different performance metrics, and also includes a compass for direction, as well as an accelerometer and gyroscope.



Living a TAG Heuer experience, on your wrist and on your phone

The new custom-designed TAG Heuer Sports application is the highlight of the 2020 range and supports golf, running, cycling, walking, fitness and other activities, with even more on the way. The golf experience is similar to the 2019 edition, with integrated mechanical pushers, while all other sport tracking functions are new this year.

Wearers can track their activities directly through the watch with key metrics such as speed, pace, distance, heart rate and splits displayed in real time in the Sports app and as an overview in the TAG Heuer Sports tiles. They can then gain detailed insights into their performance through the TAG Heuer mobile application, and even synchronise their data with Apple Health or Strava.

Paying tribute to the brand's timekeeping heritage, the new models also introduce a TAG Heuer stopwatch application that can be operated with the pushers and boasts to-the-millisecond precision, as well as a timer, an alarm and a bespoke settings interface.

Joining the best-in-class golf app launched in 2019, these TAG Heuer Connected watch and mobile applications were designed and developed entirely in-house, offering a unique luxury digital experience, in which every detail has been crafted to faithfully express the brand's values and aesthetic.

Such internal digital expertise and resources, assembled and led by Chief Strategy and Digital Officer Frédéric Arnault between Paris, France, and La Chaux-de-Fonds, Switzerland, are unique among luxury watch brands. They confirm TAG Heuer's commitment to the Connected line and position the avant-garde brand at the forefront of innovation for the category for the long term.

Ahead of the curve, always on time

The TAG Heuer Connected watch, the most luxurious smartwatch on the market, instils the brand's renowned watchmaking skill and spirit into advanced twenty-first-century technology.

For a life of action and activity, this smartwatch strikes the perfect balance between a reliable instrument to support a connected lifestyle and measure performance, and a statement accessory imbued with TAG Heuer's unmistakable identity – ideal for the watch enthusiast with a passion for action.



Facts and figures: TAG Heuer Connected Watch

WATCH CASE

Three stainless-steel cases
Fixed ceramic bezel (black and metal PVD)
High-end polished and brushed finishes

One Titanium grade 2 case in full matt black (PVD)
Ultra-lightweight for sports performance

Luxury chronograph design (crown and pushers)
Interchangeable perforated rubber strap or steel bracelet (only on stainless-steel case)



SBG8A10.BT6219

Steel case
Black ceramic bezel
Black rubber strap



SBG8A10.BA0646

Steel case
Black ceramic bezel
Steel bracelet



SBG8A12.BT6219

Steel case
Black ceramic bezel with
PVD treatment
Black rubber strap



SBG8A80.BT6221

TI2 sandblasted case
with DLC treatment
Black ceramic bezel
Black rubber strap



ACCESSORIES

Quick-change system
Bi-material rubber strap construction
Folding clasp with double safety buttons
Rubber sports straps
Steel watchmaking bracelet



Black rubber
BT6219



Steel bracelet
BA0646



Rubber scales
BT6234



Red rubber
BT6230



Orange rubber
BT6231



Khaki rubber
BT6232



HARDWARE

Diameter:	45 mm
Thickness:	13.5 mm
Weight:	Steel case and rubber strap: 108 g Steel case and steel bracelet: 179 g Titanium case and rubber strap: 86 g
Water resistance:	5 ATM
Battery:	430 mAh all-day battery
Battery life:	All-day standard use (20 hours including a 1-hour workout), 6 hours of sports use (using GPS, HR and music)
Charging time:	100% in 1.5 hours at temperatures between 15°C and 45°C
Sensors:	Heart rate, compass, accelerometer, gyroscope, NFC, microphone
Processor:	Qualcomm® Snapdragon Wear™ 3100
Connectivity:	BT SMART, WiFi
GNSS:	GPS, GLONASS, BeiDou, QZSS
Display:	OLED display 1.39" 454×454 pixels (326 ppi)
Navigation:	With touchscreen or crown and pushers <ul style="list-style-type: none">- Top button: launch Sports app- Middle button/crown: Google navigation- Lower button: stopwatch

OS

Operating system: Wear OS by Google

Google's Smartwatch OS provides access to all of Wear OS by Google features, including access to all Wear OS by Google apps and watch faces available on the Google Play app store. More info at: <https://wearos.google.com>

Google, Android, Google Play, Wear OS by Google and other marks are trademarks of Google LLC. Wear OS by Google works with phones running Android 6.0+ (excluding Go edition) or iOS 10.0+. Supported features may vary between platforms and countries.

Google Assistant is not available in certain languages and countries.

Google Pay is available for selected countries and bank partners.



WATCH EXPERIENCE

Custom-built TAG Heuer apps

Watch faces

Five custom-built watch faces for launch

Edit and customise watch faces on the watch or mobile phone

Download new TAG Heuer watch faces on mobile phone

Sports watch app

Custom-built sports tracking app with GPS and HR sensors

Sports: golf, running, cycling, walking, fitness and other

Metrics collected: distance, duration, pace/speed, HR, calories

Feedback: haptic feedback, 3-second countdown, automatic lap every km/mile, manual lap at the push of a button

Sports and wellness tiles for a quick overview of each activity over a week/month/year

Other TAG Heuer-branded micro apps

Stopwatch

Timer

Alarm

COMPANION APP

Custom-built TAG Heuer Companion app for iOS and Android

Watch face tab

Browse and download TAG Heuer watch faces

Edit and customise watch faces

Sports tab

Review workouts, including interactive map, splits, graphs (HR, pace/speed)

History list, including golf workouts (link to the golf app)

Connect with third-party apps e.g. Strava and Apple Health



About TAG Heuer

TAG Heuer, founded in 1860 by Edouard Heuer in the Jura 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 1470 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 groundbreaking 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.

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