

TAG Heuer

The 40th anniversary of the legendary Monaco

How does a watch become an icon? Nobody can really explain such a phenomenon, but one thing is for sure: 40 years after its launch, the Monaco with its famous square case does not show its age. Better still, it is now living several lives transcending past, present and future.



A re-edition of the model worn by Steve McQueen in the film Le Mans.

It first hit the track on the wrist of Jo Siffert, the legendary Swiss Formula 1 racing driver, and then enjoyed its movie debut thanks to another legendary figure, American actor Steve McQueen, in the film *Le Mans*. Since its launch on March 3rd 1969, the Monaco by TAG Heuer – the amazing square watch that left an indelible imprint on its era – is as youthfully dynamic as ever. TAG Heuer CEO Jean-Christophe Babin explains its success in these terms: “In my view, it embodies the innovative spirit of the company and forces us to keep pushing the limits. Definitely in a league of its own, the Monaco is still the unique and authentic square symbol of the world of sport and glamour. It has been imitated, copied, but quite frankly never equalled”.

At the end of the 1960s, this ultra-provocative model took the watch industry by storm with its bright red central



Lewis Hamilton and Steve McQueen: two stellar ambassadors of the Monaco watch.

seconds hand, its metallic blue dial, its domed glass and its large right-angled case – all representing a complete break with standard watchmaking conventions. Its innovative technology also ensured perfect water resistance, while the ultimate revolution lay in its beating heart. The famous Chronomatic Calibre 11, the first automatic chronograph movement equipped with a micro-rotor, was so accurate that it still in the vanguard of professional timekeeping instruments. All subsequent reinterpretations were also revolutionary.

Today, to mark this anniversary, TAG Heuer is re-issuing the watch with the unmistakable blue dial in a limited series of 1000, signed on the back by Jack Heuer himself and engraved in honour of its unforgettable ambassador Steve McQueen.

The Monaco Calibre 12 comes with a blue or black dial adorned with counters at 3 and 9 o'clock and housed inside a square 39 mm stainless steel case fitted with an alligator leather strap. This new version of the model worn by Steve McQueen beats to the rhythm of the brand-new Calibre 12 which is visible through the sapphire crystal case-back.

Meanwhile, the Monaco Calibre 12 Gulf Limited Edition (of 5000 watches) salutes the new partnership signed between TAG Heuer and Gulf. With its vintage logo, date window at 6 o'clock, small seconds at 3 o'clock and minute chronograph counter at 9 o'clock, this



The Monaco LS, a successful modern interpretation of a legendary model.

model teamed with a grey alligator leather strap is bound to thrill motor-racing fans around the world.

Featuring an ultra-modern design and equipped with the Dubois Dépraz 2008 movement, the Monaco Calibre 12 LS chronograph is inspired by two time-pieces that are already revolutionary in themselves: the amazing Monaco Calibre 360 Concept Chronograph LS, from which it has borrowed the black dial and finely brushed and polished bridges; as well as the equally famous Monaco V4 reflected in the polished and brushed steel 40.5 mm case. It features a linear

seconds display at 3 o'clock, while the minutes and hours appear respectively at 9 and 6 o'clock, and the date is indicating through a chamfered window rimmed by a black disc at 6 o'clock.

Finally, the Monaco Racing Calibre 12 chronograph proudly shows off its bright red hands evoking TAG Heuer's passion for motor racing. This model is distinguished by a curved sapphire crystal and a transparent case-back through which to admire the automatic winding movement. It is fitted with an elegant alligator leather or black rubber strap.