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**TAG HEUER ANNOUNCES OFFICIAL PARTNERSHIP  
with ORACLE TEAM USA & TILT TEAM**

***The Swiss pioneering watch brand pays tribute to its two America's Cup sailing partners -- and the Aquaracer's three decades at the helm of luxury yachting excellence -- with a new fleet of limited edition watches and chronographs***

Swiss watchmaking legend TAG Heuer's engagement to world-class yachting is in full sail this summer with official onboard involvement in two of the sport's top events: and the 34th America's Cup Finals (September 7-21) with defending champion ORACLE TEAM USA. And the first annual Red Bull Youth America's Cup (September 1-4) with the Swiss National TILT TEAM.

The main event is the America's Cup, the world's oldest active sporting trophy. This year's Finals are being held in the San Francisco Bay, the home waters of TAG Heuer partner ORACLE TEAM USA, on board the new 72-foot (21.9 m) wing-sail catamarans.

The first-ever Red Bull Youth America's Cup matches 10 national teams of six sailors, aged 19 to 24, on wing-sailed AC45 catamarans--the same platform used throughout 2011 and 2012 in the America's Cup World Series events. With TAG Heuer's support, the young sailors of TEAM TILT hope to bring the inaugural Red Bull Youth America's Cup home to Switzerland.

**AQUARACER 500M LIMITED EDITIONS: COLLECTOR TRIBUTES TO  
SAILING'S MOST PRESTIGIOUS RACE**

TAG Heuer, the world leader in prestigious and high-end chronographs, has participated in America's Cup events since the 1960's, providing crews with technical support and special TAG Heuer eyewear and chronographs. This year, to celebrate its double role, the pioneering brand has launched a new fleet of limited edition Aquaracers equipped with helium valves and water-resistant to 500 meters. At the helm is the **AQUARACER 500M CALIBRE 72 COUNTDOWN AUTOMATIC CHRONOGRAPH (43 MM)**. Named after the official length of the

34th America's Cup boats, stamped with the official "Team USA" logo on the dial and the iconic AC72 boat on its case back, the CALIBRE 72 was co-designed by TAG Heuer and ORACLE TEAM USA and is the favorite of legendary team CEO Sir Russell Coutts and skipper Jimmy Spithill. With its un-scratchable ceramic bezel, rubber coated pushers and screw-in crown, it is a true sailing countdown instrument, made to withstand the most extreme sailing conditions. The countdown function at 12 o'clock makes for at-a-glance visualization of the 5 minutes before the official start of the race. Launched in late 2012 after TAG HEUER and ORACLE TEAM USA announced their official partnership, **the AQUARACER 500M CALIBRE 16 CHRONOGRAPH** has a 44 mm brushed steel case, black rubber rotating bezel and black rubber strap. The dial features a "Team USA" logo and has three sub-dials for the chronograph. It is powered by an automatic movement and comes with a 42 hour power reserve.

The **Aquaracer 500M Calibre 5**, also launched in 2012, has a 43 mm brushed steel case with a black rotating bezel and a brushed steel bracelet or black rubber strap. The dial features the "ORACLE TEAM USA" logo with oversized hour markers at the 12 and 6 o'clock position and the date window is at the 9 o'clock position. The Caliber 5 watch is powered by an automatic movement with a 38-hour power reserve.

All three AQUARACER 500M sport the official colors of ORACLE TEAM USA--red, black, and white--on the hands, pusher, and face.

High-Res Images and more information is available at:

[http://presscorner.tagheuer.com/#/list?chapter\\_id=218x75778](http://presscorner.tagheuer.com/#/list?chapter_id=218x75778)





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