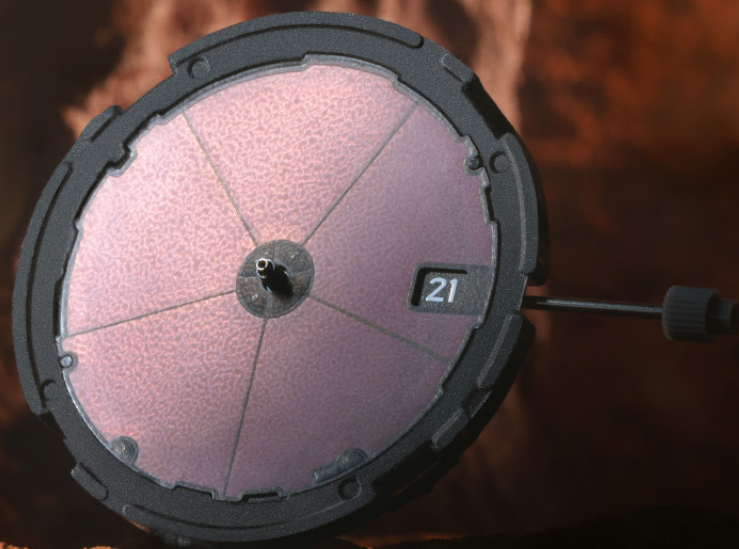




TAG HEUER PRESENTS
**TAG HEUER AQUARACER
PROFESSIONAL 200
SOLARGRAPH**

DRIVEN BY LIGHT

TAG Heuer unveils its new Aquaracer Professional 200 Solargraph, the brand's first ever solar-powered watch, at Watches and Wonders.



Watches & Wonders, Geneva - 30th March 2022 : At Watches & Wonders 2021, TAG Heuer announced the reimagining of the Aquaracer collection. This year, TAG Heuer presents the TAG Heuer Aquaracer Professional 200 Solargraph, a timepiece with exceptional quality and performance which brings new meaning to 'made for outdoors'. The new model represents an important milestone for TAG Heuer, as it is the first timepiece from the brand utilising calibre TH50-00 produced by La Joux-Perret, using the renowned and proven "Eco-Drive" solar dial technology for the first time in Switzerland.

Made for the outdoors

The story of Aquaracer began in 1978 when Jack Heuer introduced the Heuer Reference 844, and it was already oriented towards outdoor fans. Designed for men and women who loved outdoor sports and adventures in nature – on land or in the water – the watch defined a new high-performance category of versatile wristwatches that could be relied on in extreme conditions.

The Aquaracer name was added in 2004 and continued the legacy of the family's six design codes: a uni-directional rotating bezel; a screw-down crown; water resistance to at least 200 metres; luminous markings; a sapphire crystal; and a double safety clasp.

Bold, active, and at one with nature – the philosophy behind the Aquaracer has always been one of courageously embracing the elements, all while looking effortlessly stylish. Now TAG Heuer is extending that philosophy to a new watch, with the release of the new TAG Heuer Aquaracer Professional 200 – featuring the new TAG Heuer solar-powered movement.

As all nature lovers and sports enthusiasts know, the sun magnifies how we live the outdoors. Whether soaring through blue skies, scaling a cliffside or hiking, sun can be an adventure companion.

The sun will not only power the movement of the TAG Heuer Aquaracer Professional 200 Solargraph, it also lightens the Super-LumiNova® elements of the watch. Indeed, the bezel, dial and hands all feature Super-LumiNova® allowing the watch to feature outstanding legibility at nightfall. In addition to giving the Aquaracer Professional 200 Solargraph an extraordinary and brightened look, the technology allows to do sports at night with this highly legible watch on the wrist.

To better reflect the luminous contrast produced, this timepiece features a steel case with black DLC coating and bezel inserts made of a blend of carbon and green Super-LumiNova®. This gives each piece a truly unique effect that is unlike any other, much like the ridges that naturally form on rocks over time.

The particular dial of the timepiece is partially transparent, allowing the movement to be charged by sunrays, and the specific blue green color gives off an intense and unique shade reminiscent of the incredible colors of the aurora borealis that light up the nights above the Arctic Circles. A beautiful nod to the outdoor philosophy of the Aquaracer.

A black rubber strap gives the watch a sporty look by keeping in line with the athletic positioning of the Aquaracer Professional collection.



The sun, a natural and everlasting source of energy

TAG Heuer is now using the sun, a limitless energy source, to create a timepiece whose movement integrates an innovative solar module, named Solargraph.

TAG Heuer's solar movement provides a host of guaranteed benefits. With the Solargraph movement, no need to change the battery of the watch, it recharges with the sun or artificial light. The movement needs only two minutes in full sunlight to keep the watch running for a whole day. When fully charged – after less than 20 hours under the sun, the watch can run for six months. If the timepiece stops working, you just need to expose it again to light for ten seconds to make it work again, thanks to its ultra-efficient recharge time.



The autonomy of the watch can even be extended to 3.5 years when the Power Save mode is activated. The user can turn on very easily the Power Save mode just by pulling the crown of the watch.



Solargraph, a solar movement developed for TAG heuer

To develop this reliable and very efficient movement Calibre TH50-00, TAG Heuer has teamed up with the Manufacture of La Joux-Perret based in La Chaux-de-Fonds, using the renowned and proven “Eco-Drive” solar dial technology for the first time in Switzerland. Calibre TH50-00 is developed and produced exclusively for TAG Heuer.

The TAG Heuer Aquaracer Professional 200 Solargraph will benefit from an extended international warranty up to five years.



The Aquaracer Professional 200 Solargraph, with its new solar movement Solargraph, is specifically designed to be the perfect companion, from the crack of dawn to nightfall, and ever after. Thanks to this new technology, the watch is always standing out and legible whatever the surrounding light condition.

The TAG Heuer Aquaracer Professional 200 Solargraph will be sold worldwide in the brand's boutiques and on TAG Heuer's e-commerce site starting October 2022.



TAG Heuer Aquaracer Professional 200 Solargraph

WBP1112.FT6199

Movement

TH50-00

Dial

Black sunray brushed dial

Black applied indexes with Super-LumiNova®

Black hour and minute hands with Super-LumiNova®

Polar blue color central hand with Super-LumiNova®

3 o'clock angled date

AQUARACER 200 M / 660 FT printed

Case

40 mm diameter

Black DLC steel sandblasted case

Carbon with SuperLuminova® unidirectional turning bezel with 60-minute scale

Sapphire crystal with double anti-reflective treatment

Black DLC steel screw-down crown at 3 o'clock

Black DLC steel screwed case back

Water resistance: 200 meters

Bracelet

Black rubber strap

Black DLC steel folding clasp with double safety push-buttons with adjustment link extension

TAG Heuer shield

Availability

October 2022





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 www.tagheuer.com for select countries and in 160 boutiques and 3,000 points of sale worldwide. The company is headed up by Frédéric Arnault, 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 and the first luxury smartwatch in 2015. 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.

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#TAGHeuerAquaracer

#watchesandwonders2022

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