

Connected watch of TAG Heuer and Porsche

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05/09/2022 TAG Heuer and Porsche have launched the new TAG Heuer Connected Calibre E4 - Porsche Edition, a luxury connected timepiece inspired by the design of the all-electric Porsche Taycan, with Wear OS exclusive features for Porsche owners where information from cars is displayed directly on the watch face.

The watch follows the launch of the TAG Heuer x Porsche Carrera Chronograph, which celebrated the two companies' rich history of motor racing heritage and the launch of their global partnership in 2021. Both the physical watch and the software have design features used in the all-electric Taycan, which evokes the car's exterior. The watch face was inspired by printed circuit boards and racing circuits, offering an animated visual effect which connects Porsche cars and TAG Heuer watches with a feeling of technology and speed.

Detlev von Platen, Member of the Executive Board for Sales and Marketing at Porsche AG, says, 'This product highlights the natural synergy of our two brands: both fearless and disruptive in their respective fields, and both devoted to delivering unparalleled excellence to our customers. 'Our brands have led the way in embracing new technologies: just as TAG Heuer has led the luxury watch world in terms of embracing smartwatch technology, so Porsche's electric cars innovate in their field.'

Frédéric Arnault, CEO of TAG Heuer says, 'For both TAG Heuer and Porsche, the thrill of driving is part of our heritage, and this watch celebrates the fearless spirit of both Maisons - as well as highlighting the sustainable innovation of the Taycan. This watch evokes many of the passions that we share - high performance, technological innovation and our love for unique and unmatched products.'

Car-related design and a range of exclusive apps

The watch's design is filled with numerous features which evoke the frozen blue lacquered Porsche Taycan, with a large 45mm case in black titanium, highlighted with details in the distinctive metallic shade seen on the car. The case is sandblasted black titanium, giving the watch a light, sporty feel and the black ceramic polished bezel has a dedicated scale going from zero to 400, referencing a Porsche car's speed, which can be used to read functions relating to the car or to display metrics like heart rate.

The ceramic bezel of the watch gives it the feel of a traditional high-end timepiece. The crown has a large diameter, and stands out from the watch, so there's lots of room for a finger to access the crown, making it easy to access apps on the go.

The pushers have a mechanical feel, highlighting TAG Heuer's 162 years of heritage in making high-end mechanical watches. Running a customised version of Google's Wear OS system, the watch offers a range of exclusive timers and sport and wellness apps which highlight TAG Heuer's expertise in sports timing, including motorsports.

Connection to own Porsche car

Owners of specific Porsche models* will be able to connect their watch to their car, and see information displayed in 'complications' on the watch face. There are four complications available at launch.

The first shows how much is left in the car's battery and works with both electric Porsche models and hybrids. The second shows off 'car autonomy' information, displaying how many kilometers remain before the car's battery or gas runs out. The third is a shortcut to the Wear OS My Porsche app which enables users to control their vehicle heating and air conditioning. The last complication shows the total mileage driven in the car. To activate these features, users need to have Porsche ID, Porsche Connect Subscription and the My Porsche app on the watch and phone.

In February 2021 Porsche and TAG Heuer announced to join forces in a global brand partnership. Within

the framework of the holistic and long-term alliance, the brands have intended to jointly approach both sports competitions and the development of products. The first step on product side was the TAG Heuer Carrera Porsche Chronograph, launched at this time.

Info

Please note that the range of features of the app may differ depending on the model, model year and country availability.

* Compatible models include the Panamera (G2 II models from 2022 onwards), Panamera (G2), 911 (992 models from 2022 onwards), 911 (911 II), Cayenne (E3 models from 2022 onwards), Cayenne (E2 II), 718, Macan II/III, Macan, Taycan.

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