



Swiss luxury watchmaker TAG Heuer returns to Icons of Porsche this November 23-24 at the Dubai Design District, showcasing special tributes to Porsche's latest endurance race car, the 963, and the iconic Porsche 550 Spyder. These motorsport icons are the centrepiece of its two-story pavilion.

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TAG Heuer makes a bold comeback to the Icons of Porsche festival in Dubai this November, with a larger more prominent presence. Its expanded two-story pavilion reflects the longstanding partnership between TAG Heuer and Porsche, while offering an immersive experience to guests.

The pavilion will feature the latest timepieces, archives of past collaborations, and a display of the two motorsport icons that inspired TAG Heuer's novelties: the TAG Heuer Carrera Chronograph x Porsche 963 and the TAG Heuer Carrera Chronograph Tourbillon x Porsche Panamericana.

One of the Pavilion's key highlights is the Reaction Wall game, along with guests getting the chance to compete with Formula E World Champion, Pascal Wehrlein.

Visitors can also explore the long partnership between TAG Heuer and Porsche with a retrospective featuring special pieces from their archives.

Finally, enjoy the lounge area: a space to pause, refresh and feel the electric atmosphere of the festival.

TAG Heuer and Porsche partnership timepieces

TAG Heuer and Porsche have enjoyed a 60 year relationship, beginning in 1963 when Jack Heuer was fascinated by the Carrera Panamericana race in Mexico and chose to name his 1963 chronograph Carrera, after the evocative race.

One of TAG Heuer's latest Porsche novelties was inspired by the Porsche 963 Hypercar. The **TAG Heuer Carrera Chronograph x Porsche 963** features plenty of cues to the race car as well as the famous endurance races it has competed in such as the 24 Hours of Le Mans and Daytona.

With design elements inspired by the race car, the timepiece features a skeletonised dial, forged carbon fibre bezel, and Super-LumiNova markers that reference the 963's signature headlights. Limited to just 963 pieces, it also includes subtle nods to legendary races like Le Mans and Daytona, including a red marking at 4:00 PM cue to the start of some of the most well-renowned endurance races in the world.

The **TAG Heuer Carrera Chronograph Tourbillon x Porsche Panamericana** is another standout, limited to 255 pieces. Inspired by the Porsche 550 Spyder, this edition combines intricate design details that reflect the car's wheels and livery, using a distinctive silver, yellow, and black colour palette. Powered by the TH20-09 in-house tourbillon movement, it offers precision and a 65-hour power reserve. Through the sapphire caseback, you can see the Porsche steering wheel mass, a signature feature of the TAG Heuer x Porsche collection.

'The Slab' will again host the two-day celebration under the glistening lights of the Dubai downtown cityscape backdrop, with artwork installations from renowned artists, live music from local musicians, celebrity appearances and popular food and beverage vendors.

Icons of Porsche

Tickets to Icons of Porsche are available online via IconsofPorsche.com. Single day tickets are 35 AED and weekend two-day tickets are AED 50.

Follow Porsche Middle East and Africa on Instagram for the latest event updates or visit www.iconsofporsche.com.

In the Media

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Consumption data

Taycan Turbo S (Predecessor model)

*Further information on the official fuel consumption and the official specific CO₂ emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO₂-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO₂Emissions and Electricity Consumption Guide for New Passenger Cars), which is available free of charge at all sales outlets and from DAT (Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, www.dat.de).

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