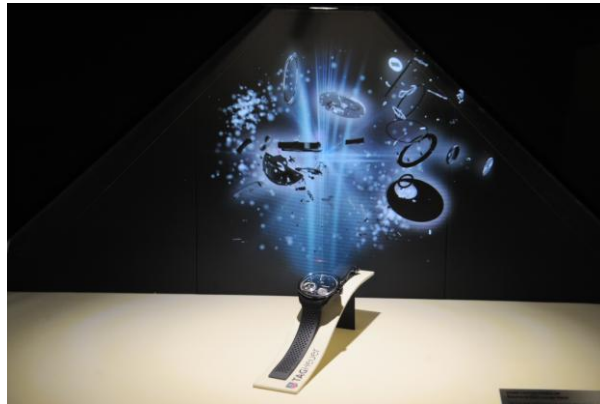


150 years of TAG Heuer

TAG Heuer decided to celebrate the 150th anniversary in an unusual way.



Odyssey of Pioneers TAG Heuer & Tesla Word Tour was launched in March. This unusual exhibition of the two brands that share the idea of innovativeness and care for the natural environment will visit over 150 cities all around the world. Warsaw was one of the cities honored to hold this event.



300 guests were invited to Bemowo airport to celebrate the brands birthday and to see the exhibition of historic and modern watches.



The culminating point was a presentation of two concept designs, a TAG Heuer Grand Carrera Pandulum Concept watch (with the first oscillator of a movement without a hairspring) and a Tesla Roadster car – a sports car powered by an electric engine.

The car is a result of cooperation between TAG and Tesla Motors, a sports car manufacturer. It is a privilege of the few to drive this car. In Basel it was the brand's ambassador Leonardo di Caprio, in Monaco it was Prince Albert and in Warsaw Bogusław Linda. He was also the one to draw the 25 lucky people who could also appreciate the power of Tesla.

