



OPPOSITE: *Angel in the wall*
RIGHT: *Defiance*
BELOW: *Distraught Destroyer*

BEYOND THE EDGE

TAG Heuer Aquaracer Is Back!

TAG Heuer goes beyond the edge with the Aquaracer Professional 300, a luxury tool watch that connects us to the seas and continues a legacy that began more than 40 years ago.

TAG Heuer's go-anywhere luxury tool watch, loved by active, style-conscious watch lovers who push their limits, explore the seas and go beyond the edge, emerges with a bright new look, new materials and a new lease of life.

HIGH-WATER MARK

The new-generation model is called the Aquaracer Professional 300. Bold and yet elegant, highly functional and versatile, it's a highly robust watch with a luxury feel that goes beyond the edge and sets a new high-water mark: for ergonomic, extreme-performance mechanical watches. Designed for work and play, and to soak up nature's harshest challenges, it's a pure symbol of TAG Heuer's fearless, avant-garde spirit.

With its striking, instantly recognisable aesthetic, epitomised by the Aquaracer's signature 12-faceted bezel, and its high specifications, Aquaracer is wholly contemporary, while it recalls a legacy that TAG Heuer began more than 40 years ago.

The legacy began with the Heuer Ref. 844, a divers' watch released in 1978. It had a striking dial design with a red 24-hour scale, prominent lume-filled hour markers and a rotating divers' bezel with a crystal-clear minutes scale for safely

timing dives. It set the standard for reliable diver's watches and was adopted by professional and recreational divers worldwide. In the four decades since the watch was launched, TAG Heuer has continued to push the limits of divers' watch design and performance, through celebrated pieces such as the Night Diver (once worn by the world's most famous secret agent) and the 1000 and 2000 Series models, while the Ref. 844 has become a collectors' favourite.

Frédéric Arnault, TAG Heuer CEO, said: "TAG Heuer has been making bold, high-performance, stylish, luxury tool watches for more than four decades. The Aquaracer Professional 300 picks up a much-loved story and moves it on with the most significant step we've taken to develop our Aquaracer collection in many years. Pushing the limits, high functionality, a bold and unmistakable aesthetic, and the promise of going with you, even to the extremes - the Aquaracer Professional 300 is a watch that will take you beyond the edge. This is, after all, the place where we truly find ourselves."

BEYOND LIMITS

During the conceptual phase, TAG Heuer's designers also recognised that, as well as being a reliable instrument; the Aquaracer Professional 300 needed to



be adaptable to multiple environments. More and more wearers are turning to divers' watches for their robustness and versatility, while at the same time wanting a watch for both work and play.

With this in mind, they evolved the Aquaracer's overall form to be thinner and lighter. The case, bezel and metal bracelet have all been slimmed down, without compromising the watch's core performance features, such as water resistance to 300 metres (30 bar), while also improving durability.

The new watch's lugs are now shorter, while the case edge has been chamfered and polished to give more harmony to the watch's visual impact and add refinement. As a result, the watch now has a more sophisticated profile on the wrist and is lighter and more ergonomic.

To complete the Aquaracer Professional 300's look and feel, the designers returned to the famous scaphander diving suit that first appeared on the Aquaracer case in 2004. The familiar, authoritative motif continues to underline the watch's value to its users, who are the latest in a long line of underwater explorers who chose the Aquaracer.

Reflecting the facets that become the new design's fil rouge, they made the diving helmet more angular and added a 12-faceted faceplate. Behind it sits a repeating hexagonal motif. The case back will now also always be square to the case so that the scaphander sits upright.

As a result of these technical and aesthetic upgrades, the new Aquaracer Professional 300 is both a nod to the past, and a contemporary design that is ready for the future.

DIVING BACK IN TIME

TAG Heuer is also introducing a highly collectable limited-edition version of the Aquaracer Professional 300 at launch to complement the core collection and salute the design's incredible heritage. It's called the Aquaracer Professional 300 Tribute to Ref. 844, and, as the name suggests, it picks up on the story of the fabled Ref. 844

divers' watch, introduced in 1978.

In creating this beautiful watch, TAG Heuer's designers mixed a high-tech Grade 5 titanium case with several visual elements from the archive piece. The flat black dial carries the Ref. 844's red 24-hour scale, which was initially intended as a quick conversion chart for on-the-field professionals reporting the time against the 24-hour clock.

The watch also has a vintage lume and a black perforated rubber strap based on an original design that allows water to swiftly pass between the watch and the wearer's wrist. In keeping with the watch's repeating-facet design code, those perforations are octagonal.

Only 844 examples of the Aquaracer Professional 300 Tribute to Ref. 844 will be made.

THE WORLD BENEATH THE WAVES

All eight references in the new Aquaracer Professional 300 collection are powered by TAG Heuer's Calibre 5, an ultra-reliable Swiss-made, automatic mechanical movement that drives hour, minute and seconds hands, and a date, which is now positioned at six o'clock, in keeping with the design codes of the new generation of TAG Heuer watches. Every model has a solid case back and provides water-resistance to 300 metres (30 bar).

JUST THE BEGINNING

The introduction of the Aquaracer Professional 300 collection marks a new chapter in TAG Heuer's luxury tool watch story. Bold, refined, high-performing - these are watches for a new generation of divers, adventurers and urban explorers who want to go beyond the edge and push their limits, bringing them to the place where they find themselves. And this is just where the story starts.

The TAG Heuer Aquaracer is available from premium jewellery stores and other outlets nationwide. Visit www.picotandmoss.co.za for more information. ⓘ

