



FÉDÉRATION INTERNATIONALE  
DE MOTOCYCLISME

## PRESS RELEASE

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FOR MORE INFORMATION:

ISABELLE LARIVIÈRE  
PRESS OFFICER  
isabelle.lariviere@fim.ch  
TEL +41 22 950 95 68

# TAG Heuer and FIM join forces to develop timekeeping expertise in Motorcycling



The Fédération Internationale de Motocyclisme (FIM) and TAG Heuer today signed a historic agreement making the internationally renowned Swiss company the FIM Official Chronograph and Timing Partner.

The agreement was signed and the subsequent announcement took place this morning at the TAG Heuer headquarters in La Chaux-de-Fonds. The ceremony was attended by Mr Jean-Christophe Babin (President & CEO of TAG Heuer), Mr Thierry Huron (TAG Heuer's Marketing Services and Timing Director), Mr Vito Ippolito (FIM President), Mr Guy Maitre (FIM CEO) and Olivier Godallier (FIM's Marketing & Communications Director).

Jean-Christophe Babin, TAG Heuer President & CEO, said: "TAG Heuer has been pioneering timekeeping for 150 years. We have been the first brand to master the 1/10<sup>th</sup>, the 1/100<sup>th</sup>, the 1/1000<sup>th</sup> and the 1/10.000<sup>th</sup> of a second both in Timekeeping and on the wrists with premium and highly complex systems and chronographs.

Today the Swiss brand adds to this history of mastering the ultimate precision this strategic partnership with the FIM. Being associated with such a universal sport as motorcycling underlines the brand's dynamic nature and our values of precision and performance. TAG Heuer will activate the FIM partnership across the world through its impressive network of contacts. Offering exclusive timekeeping services and dedicated watches to the riders who made the "best lap" of the season will give our passionate customers an additional reason to be proud of their commitment to TAG Heuer."

Vito Ippolito, FIM President, stated: "In addition to becoming the FIM Official Watch and Timing Partner, this is a long-term strategic partnership which is of particular importance. TAG Heuer will provide several FIM Championships with the highest possible level of timing and data management services. TAG Heuer, as the official FIM-approved timekeeping system, will develop and produce exclusive timing systems for all our National Federations, Continental Unions, Organisers, Promoters and Riders. Our collaboration will also cover the research and development of new timing devices dedicated to our demanding safety regulations requests. The FIM is really proud to welcome TAG Heuer, a prestigious Swiss brand, to its motorcycling family!"



HEADQUARTERS

11 ROUTE DE SUISSE  
CH - 1295 MIES  
SWITZERLAND

TEL +41 22 950 95 00  
FAX +41 22 950 95 01  
INFO@FIM.CH  
WWW.FIM-LIVE.COM

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About TAG Heuer ([www.tagheuer.com](http://www.tagheuer.com))

In 2010, TAG Heuer proudly celebrates 150 years of pioneering Swiss watchmaking. Founded in Saint-Imier in 1860 by Edouard Heuer, TAG Heuer has set many major milestones of high-end watchmaking, especially in the field of chronographs and ultimate precision. Today, one of the largest and most desired brands in the luxury watch industry, the Swiss legend draws upon its active engagement in the world of sports to create the most accurate timing instruments and watches in the world. TAG Heuer is the first watchmaker to master luxury chronographs with an unsurpassed precision of 1/10th, 1/100<sup>th</sup>, 1/1,000<sup>th</sup> and 1/10.000<sup>th</sup> of a second. From the Olympic Games in the 1920s to its role as official timekeeper for the legendary Indy 500 race and the Race of Champions, with accuracy at 1/10,000th of a second, TAG Heuer, in a constant quest for innovation, excellence, performance and prestige, continues to aim ever higher.

This is reflected in its quarter-century partnership with F1 team Vodafone McLaren Mercedes, its 7-year partnership with 2008 Formula 1 World Champion, Vodafone McLaren Mercedes driver Lewis Hamilton, and his new teammate, 2009 Formula 1 World Champion Jenson Button. Also TAG Heuer is the official Timekeeper and Chronograph of Audi-Sport multiple Le Mans 24 winner, TAG Heuer, more than ever, epitomizes prestige and performance through active partnerships with Hollywood icon Leonardo DiCaprio, Bollywood star Shah Rukh Khan, Chinese legend Chen Daoming, LPGA star Suzann Pettersen and WTA tennis champion Maria Sharapova. TAG Heuer is a privileged member of the Fondation de la Haute Horlogerie (FHH), the most exclusive club in the Swiss watchmaking industry. The newest addition to the TAG Heuer legacy is the Calibre 1887, an in-house, Swiss manufactured, integrated column-wheel chronograph movement that pays tribute to the original Heuer oscillating pinion of 1887, one of the brand's first patents and a major benchmark in modern watchmaking.

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About the FIM ([www.fim-live.com](http://www.fim-live.com))

The FIM (International Motorcycling Federation) founded in 1904, is the governing body for motorcycle sport and the global advocate for motorcycling. The FIM is an independent association formed by 101 National Federations throughout the world. It is recognised as the sole competent authority in motorcycle sport by the International Olympic Committee (IOC). Among its 49 FIM World Championships the main events are MotoGP, Superbike, Endurance, Motocross, Supercross, Trial, Enduro, Cross-Country Rallies and Speedway. The FIM also deals with non-sporting matters such as leisure motorcycling, mobility, transport, road safety, public policy and the environment. The FIM was the first International Sporting Federation to enforce an Environmental Code in 1994.



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