TAG Heuer celebrates 150 years of pioneering Swiss watchmaking

Posted on
TAG Heuer Brand Ambassadors Shah Rukh Khan and Karun Chandhok show off the Pendulum concept watch posing with the Tesla

Achieving many major milestones of high-end watchmaking, especially in the field of chronographs and ultimate precision, the Swiss legend paid tribute to its prestigious heritage and marked its 150th anniversary with the launch of the Odyssey of Pioneers – a unique travelling roadshow that showcased TAG Heuer's 16 historical iconic timepieces and 3 watches for the future – the TAG Heuer Pendulum Concept, Monaco V4 and Carrera Calibre 1887 Chronograph.

Further to celebrate its anniversary, TAG Heuer and electric carmaker Tesla Motors collaborated in a worldwide partnership to launch the TAG Heuer Tesla Roadster. This one-of-a-kind collector's car incorporates defining TAG Heuer avant-garde design and celebrates the core values of both brands: innovation, precision, prestige and performance.

The celebrations started off with Formula One driver and TAG Heuer's new Brand Ambassador Karun Chandhok behind the wheels of the Tesla Roadster along with Brand Ambassador Shah Rukh Khan

and President and CEO Jean Christophe Babin unveiling the 2010 concept watch TAG Heuer Grand Carrera Pendulum.

Colombo Jewellery Stores is the authorised dealer for Tag Heuer within Sri Lanka.