



TAG HEUER x PORSCHE  
CELEBRATE

# THE PORSCHE 911 CARRERA RS 2.7

WITH TWO NEW  
LIMITED EDITIONS







Two design icons that share an unmistakable name are reimagined as one in the form of colorful TAG Heuer Carrera x Porsche chronographs.



**La Chaux-de-Fonds, Switzerland – 5 October 2022:**

In 2021, TAG Heuer and Porsche entered into a global partnership that celebrates their brands' shared history and values. They are once again joining creative forces with the fourth instalment of their collaborative product design, releasing two new limited-edition timepieces in tribute to one of Porsche's most iconic models and the first 911 to bear the Carrera name: the Porsche 911 Carrera RS 2.7, which is celebrating its 50th anniversary in 2022.

To mark the occasion, two distinctive TAG Heuer Carrera x Porsche Limited Editions are being introduced, showcasing the signature features that have made both the 1972 sports car and the 1963 chronograph timeless objects of desire.

*"The name and spirit of the Carrera are incredibly meaningful and emblematic for both TAG Heuer and Porsche. So, for the 50th anniversary of the very first Porsche 911 Carrera, the iconic RS 2.7, we wanted to create a tribute watch that would express the character and power of this ground-breaking sports car within our own signature TAG Heuer Carrera chronograph. The two timepieces we imagined together are sleek, assertive, memorable; they reflect their illustrious past while also projecting something even more exciting – what Porsche and TAG Heuer can now achieve together,"* says Frédéric Arnault, CEO of TAG Heuer.

*"The Porsche 911 Carrera RS 2.7 was the first 911 to be christened 'Carrera' and was the crowning glory of the Porsche range at this time,"* says Detlev von Platen, Member of the Executive Board for Sales and Marketing at Porsche AG. *"The anniversary of this sports car icon is the perfect occasion for us to launch a joint watch with our close partner TAG Heuer, with whom we share the same philosophy and love for exclusive products that combine innovation and heritage."*



# The first Porsche 911 Carrera

Revealed on 5 October 1972 at the Paris Motor Show, the Porsche 911 Carrera RS 2.7 is still immensely popular among collectors; an iconic sports car that, much like the TAG Heuer Carrera, blended racing spirit, performance and elegance in a new way.

Designed for racing and rallying, the Carrera RS was the first Porsche 911 dedicated to motorsports and nicknamed “Carrera” – a name that struck Jack Heuer’s imagination when he first heard about the Carrera Panamericana.

The Porsche 911 Carrera RS 2.7 hit the market at the end of the first generation of the 911. At the time it was the fastest German production automobile of its day and the most powerful 911 available for use on the street. Lightweight and aerodynamic, it was also the first road sports car in the world to have a front and rear spoiler (soon to be known as the “duck tail”), which ensured improved driving stability and a higher top speed. The wheels at the front and rear were of different widths for higher cornering speeds and improved braking. The RS 2.7 was a road-legal vehicle that was intended to enable customers to take part in racing events. The exact same philosophy led to the introduction of the Heuer Carrera, a chronograph that was engineered for optimal timekeeping and legibility in high-speed racing conditions, while at the same time being elegant enough for the amateur gentleman driver who values sleek design in everyday life.

The Porsche 911 Carrera RS 2.7 was produced in a range of 27 vivid colors evocative of the 1970s, two of which were selected for the TAG Heuer tribute watches: The red and the blue. The colors stood out on some of the car’s unique and unmistakable features: the bold five-spoke rims, the Carrera and Porsche logos on the body panels, and the famous solid line down the side of the car. In contrast, the rest of the body was bright white.





## Vibrant TAG Heuer Carrera chronographs

The same two-tone aesthetic was applied to the limited-edition watches. They are based on the 42-mm TAG Heuer Carrera Chronograph with its elegant tricompass layout, minutes and hour chronograph counters at 3 and 9 o'clock, and a permanent second indicator and date window at 6 o'clock. Similar to the powerful Porsche 911 Carrera, TAG Heuer has equipped its chronograph with its most advanced movement, the in-house manufactured Calibre Heuer 02, with an outstanding power reserve of 80 hours. Visible though the sapphire crystal case back, the movement's oscillating mass is customized to represent Porsche's three-spoke steering wheel and bears the two partners' logos side by side.

### The blue edition

The blue edition is limited to 500 pieces, marked XXX/500. The finely polished steel case, rhodium-plated indexes and hours and minute hands recall the car's chrome door handles, mirrors and window frames. The dial is made of smooth white opaline, while the two sub-counters feature an eye-catching "azurage" finish. Porsche's design codes are seamlessly integrated throughout the TAG Heuer piece, with its blue lacquered chronograph and central hands, blue lacquered push buttons and shield logo on the crown, and blue markings on the Calibre Heuer 02 oscillating mass. The right sub-counter design recalls the rims' aesthetic, while the signature color stripe and Carrera logo make a bold statement on the dial, flange, case side, and strap.

For this special edition, the timepiece is presented with both a sporty fabric strap with the Porsche logo and Carrera markings, as well as an elegant steel bracelet with ergonomic H-shaped links for more formal occasions.



## The red edition

The red edition is even more limited, with only 250 pieces marked XXX/250. The refined case is in 18K 5N rose gold, as are the crown, pushers, and screw-down sapphire case back. The shimmery white dial is framed with a Guards Red circular line and features rose-gold-colored applied indexes, permanent second indicator, and hour and minute hands.





The fiery signature Porsche color is also reflected in the subtle red touches on the chronograph and seconds hands, sub-counter markings, and seconds scale on the flange. The Calibre Heuer 02, which is visible through the case back, is engraved with sleek black markings. Complementing this sophisticated case is a luxurious red alligator strap with a solid rose gold pin buckle.

These two collectors' timepieces are each presented in specially designed, co-branded TAG Heuer × Porsche packaging with vibrantly colored inserts. Available from 5 October 2022, they will be sold exclusively in TAG Heuer boutiques, on the brand's e-commerce websites and at select retail partners.

With these two RS 2.7 50th anniversary pieces, TAG Heuer and Porsche once again demonstrate the strength and authenticity of their partnership. Bringing together two of the most celebrated designs in motorsports and watchmaking – the TAG Heuer Carrera and the Porsche 911 Carrera RS 2.7 – the two brands have created the ultimate expression of their shared Carrera racing spirit. These two bold timepieces expertly mix the most beloved and recognizable codes from both brands and will delight collectors and fans of the special blend of performance and style that TAG Heuer and Porsche both represent.





## TAG Heuer Carrera x Porsche RS 2.7

CBN2016.EB0275

### Movement

TAG Heuer Calibre Heuer 02 Automatic

### Functions

Hours, minutes, seconds, date, chronograph

### Dial

Blue and white dial 3 counters:

- 3 o'clock: white "azurage" minute chronograph counter; blue lacquered hand
- 6 o'clock: permanent second indicator; rhodium-plated hand
- 9 o'clock: white "azurage" hour chronograph counter; blue lacquered hand

Rhodium-plated polished applied indexes, hour and minute hands with white Super-LumiNova®

Blue polished central hand

6 o'clock date



### Case

42 mm diameter

Polished stainless-steel case

Domed, beveled sapphire crystal with double anti-reflective treatment

Stainless-steel crown at 3 o'clock, with push buttons at 2 and 4 o'clock

Stainless-steel sapphire crystal screw-down case back

Limited and numbered with special engraving XXX/500

Water resistance: 100 meters

### Strap

Two straps: 1× fabric and 1× steel bracelet

Steel folding clasp with double safety push buttons Fabric strap with pin buckle



### Availability

October 2022

500 pieces







## TAG Heuer Carrera x Porsche RS 2.7

CBN2045.FC8316

### Movement

TAG Heuer Calibre Heuer 02 Automatic

### Functions

Hours, minutes, seconds, date, chronograph

### Dial

Red and white dial 3 counters:

- 3 o'clock: white minute chronograph counter; red lacquered hand
- 6 o'clock: permanent second indicator; rose-gold-coloured hand
- 9 o'clock: white hour chronograph counter; red lacquered hand

Polished, rose-gold-colored applied indexes, hour and minute hands with white Super-LumiNova®

Red polished central hand

6 o'clock date

### Case

42 mm diameter

18K 5N rose gold polished case

Domed, beveled sapphire crystal with double anti-reflective treatment

18K 5N rose gold standard crown at 3 o'clock, with push buttons at 2 and 4 o'clock

18K 5N rose gold sapphire crystal screw-down case back Limited and numbered with special engraving XXX/250

Water resistance: 100 meters

### Strap

Red alligator strap

18K 5N rose gold pin buckle

### Availability

October 2022

250 pieces







## About TAG Heuer

TAG Heuer, founded in 1860 by Edouard Heuer in the Jura Mountains of Switzerland, is a luxury watch brand that is part of LVMH Moët Hennessey Louis Vuitton SE (“LVMH”), the world’s leading luxury group. Based in La Chaux-de-Fonds, Switzerland and with four production sites, TAG Heuer has 1860 employees and is active in 139 countries. TAG Heuer products are available online on [www.tagheuer.com](http://www.tagheuer.com) for select countries and in 260 boutiques and 2,300 points of sale worldwide. The company is headed up by Frédéric Arnault, CEO of TAG Heuer.

For 162 years, TAG Heuer has demonstrated pure avant-garde watchmaking spirit and a commitment to innovation with revolutionary technologies that have included the oscillating pinion for mechanical stopwatches in 1887, the Mikrograph in 1916, the first automatic-winding chronograph movement – Calibre 11 – in 1969 and the first luxury smartwatch in 2015. Today, the brand’s core collection consists of three iconic families designed by Jack Heuer – TAG Heuer Carrera, Monaco and Autavia – and is rounded out with the contemporary TAG Heuer Link, Aquaracer, Formula 1 and Connected lines.

Capturing TAG Heuer’s motto, “Don’t Crack Under Pressure”, are prominent partnerships and brand ambassadors that express the brand’s passion for action and high performance.

**[www.tagheuer.com](http://www.tagheuer.com)**

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