



**TAG HEUER AND PORSCHE UNVEIL
A TAG HEUER CONNECTED
WATCH SPECIAL EDITION
WITH WEAR OS EXCLUSIVE CAR FUNCTIONS**

The TAG Heuer Connected Calibre E4 - Porsche Edition offers a striking frozen blue look inspired by the Taycan and advanced controls for Porsche owners.



La Chaux-de-Fonds, Switzerland – 11 August 2022

TAG Heuer and Porsche today launch the new TAG Heuer Connected Calibre E4 - Porsche Edition, a luxury connected timepiece inspired by the design of the iconic all-electric Porsche Taycan collection, with exclusive Wear OS features for Porsche owners where information from their car is displayed directly on the watch face.

The watch follows the launch of the TAG Heuer x Porsche Carrera Chronograph, which celebrated the two companies' rich history of motor racing heritage and the launch of a global partnership in 2021. Since 2015, TAG Heuer has been an unmissable player in the luxury smartwatches category, and the TAG Heuer Connected Calibre E4 - Porsche Edition offers Porsche owners and fans access to TAG Heuer's ever-growing ecosystem of exclusive sports, wellness apps and elegant watch faces.



Both the physical watch and the software have design features in the same shade of frozen blue used in the iconic electric Taycan, which evokes the car's exterior.

Wearers of the TAG Heuer Connected Calibre E4 - Porsche Edition will have access to an exclusive watch face, available only to owners of the special Porsche smartwatch.

The watch face was inspired by printed circuit boards and racing circuits, offering an animated visual effect which connects TAG Heuer watches and Porsche cars with a feeling of technology and speed.

The watch also offers complications which display information from compatible Porsche models directly on the watch face, such as car battery percentage and total mileage.



Frédéric Arnault, CEO of TAG Heuer says, *'For both TAG Heuer and Porsche, the thrill of driving is part of our heritage, and this watch celebrates the fearless spirit of both Maisons - as well as highlights the sustainable innovation of the Taycan.'*

'This watch evokes many of the passions we share - high performance, technological innovation and our love for unique and unmatched products.'

Detlev von Platen, Member of the Executive Board for Sales and Marketing at Porsche AG, says, *'This product highlights the natural synergy of our two brands: both fearless and disruptive in their respective fields, and both devoted to delivering unparalleled experiences to our customers.'*

'Our brands have led the way in embracing new technologies: just as TAG Heuer has led the luxury watch world in terms of embracing smartwatch technology, so Porsche's sports cars such as the all-electric Taycan innovate in their field.'



The watch's design is filled with numerous features which evoke Porsche's blue Taycan, with a large 45-mm case in black titanium, highlighted with details in the distinctive frozen blue metallic shade seen on the car.

The case is sandblasted black titanium, giving the watch a light, sporty feel and the black ceramic polished bezel has a dedicated scale going from zero to 400, referencing the Porsche car's speed, which can be used to read functions relating to the car or to display metrics like heart rate.

The black steel crown surrounded with black rubber is highlighted with the TAG Heuer shield in frozen blue lacquer, and the pushers also carry the same iconic blue shade. At the bottom of the bezel, the word Porsche is highlighted in frozen blue, as is the '100' at the top.

The watch's titanium case back is engraved with 'TAG Heuer x Porsche' around the LED heart rate sensor used for the watch's fitness features.

The watch's strap is built to evoke the iconic design used in the interior of the Porsche cars.

Designed in carbon-like black calf skin with blue stitching, it echoes the leather finishing inside the car in both color and structure.

The watch's strap has a rubber base for a comfortable and sporty wear.

As with all TAG Heuer Connected watches, the strap is interchangeable, with a spare black rubber version inside the box.



The TAG Heuer Connected Calibre E4 - Porsche Edition watch is part of the new generation TAG Heuer Connected Calibre E4 offering a blend of elegance and performance.

The TAG Heuer Connected Calibre E4 - Porsche Edition is a 45-mm watch with a ceramic bezel which gives it the feel of a traditional high-end timepiece.

The crown has a large diameter, and stands out from the watch, so there's lots of room for a finger to access the crown, making it easy to navigate apps on the go.

The pushers have a mechanical feel, highlighting TAG Heuer's 162 years of heritage in making high-end watches.

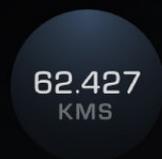
Running a customized version of Google's Wear OS system, the watch offers a range of exclusive timers and sport and wellness apps which highlight TAG Heuer's expertise in sports timing, including motorsports.



The TAG Heuer Connected Calibre E4 - Porsche Edition also has a cutting-edge range of fitness features, including guided workouts built into the TAG Heuer Sport app on the watch.

The watch shows off technical improvements across the board compared to the previous generations of TAG Heuer Connected watches, with a brighter screen, better contrast, and a battery life 30% longer than previous models. Users will enjoy a full day's battery life from each charge with moderate use.

Transferring data from and to the watch via a paired iOS or Android app is also faster, thanks to Bluetooth 5.0.



TOTAL MILEAGE
KMS OR MILES



CAR BATTERY
PERCENTAGE



GAS AUTONOMY
KMS OR MILES



ELECTRIC AUTONOMY
KMS OR MILES



TEMPERATURE SHORTCUT

The TAG Heuer Connected Calibre E4 - Porsche Edition watch comes with an exclusive watch face, 'Circuit', only available to owners of the watch.

A Porsche watch face has been available for previous TAG Heuer Connected watches, and has proved hugely popular with customers.

The new 'Circuit' watch face is highlighted in frozen blue, with a design inspired both by electrical circuitry (in a nod to both the electric Taycan and the TAG Heuer Connected watch itself) and to racing circuits.

Three chronograph-style complications can be used to display information from the watch directly on screen, such as step counter and heart rate, or information drawn directly from compatible Porsche models.

Compatible models include the Panamera (G2 II models from 2022 onwards), Panamera (G2), 911 (992 models from 2022 onwards), 911, Cayenne (E3 models from 2022 onwards), Cayenne (E2 II), 718, Macan II/III, Macan, Taycan.

Users of the watch who own a compatible Porsche model (listed above) will be able to connect their watch to their car, and see information displayed in 'complications' on the watch face.

To do this, users simply connect their watch to the car using the exclusive Wear OS *My Porsche* app on their watch.

There are four complications available at launch. The first shows how much is left in the car's battery, and works with both all-electric Porsche model and plug-in hybrids.



The second shows off 'car autonomy' information, displaying how many kilometers remain before the car's battery or gas runs out.

The third is a shortcut to the Wear OS *My Porsche* app which enables users to quickly control their vehicle heating and air conditioning.

The last complication shows the total mileage driven in the car. To activate these features, users need to have Porsche ID, Porsche Connect subscription and the *My Porsche* app on the watch and phone.



TAG Heuer Connected Calibre E4 - Porsche Edition

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Generation

Calibre E4

Mod Connect 45 mmc

Hardware

Battery: 430mAh all-day battery

Battery life:

1 Full Day (1h30 Running, 2h Walking, including Wellness),

1 Full Day (5h Golfing, including Wellness)

Charging time: 100% in 1h30 at temperatures between 15° and 45°C

Sensors: heart rate, compass, accelerometer, gyroscope, NFC, microphone, barometer

Processor: Qualcomm® Snapdragon Wear™

Connectivity: BT 5.0, Wifi

GNSS: GPS, GLONASS, BeiDou, QZSS, Galileo

Display: OLED display 1.39" 454x454 pixels (326ppi)

Operating System

Wear2 by Google

WATCH EXPERIENCE (Custom built TAG Heuer apps)

Watch faces

Sports Watch App: Running, Cycling, Swimming, Fitness, and Golf Wellness

Other TAG Heuer branded micro apps: Stopwatch, Timer, Alarm Dedicated

Porsche watch face and custom UI of existing features :

- System UI (accents colors call to actions, links, buttons, etc.)
- Charging clock

Case

45 mm diameter

Black DLC titanium grade 2 sandblasted case

Black polished ceramic with frozen blue and grey lacquer details

Flat sapphire crystal

Black steel and rubber crown at 3 o'clock

Blue, black DLC steel shaped push button at 2 o'clock

Blue, black DLC steel shaped push button at 4 o'clock

Black DLC titanium grade 2 caseback

Water resistance : 50 meters

Bracelet

Strap: carbon-like black calf skin, black rubber base strap

Black DLC titanium grade 2 folding clasp with double safety push-buttons

Availability

From September 2022





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 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

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#TAGHeuerXPorsche

Downloads:

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