



CATALOGUE 2022



CATALOGUE 2022



We believe that victories in life result from the choices we make every fraction of a second. We exist for those who act in the moment, driven by a compelling need to go further.

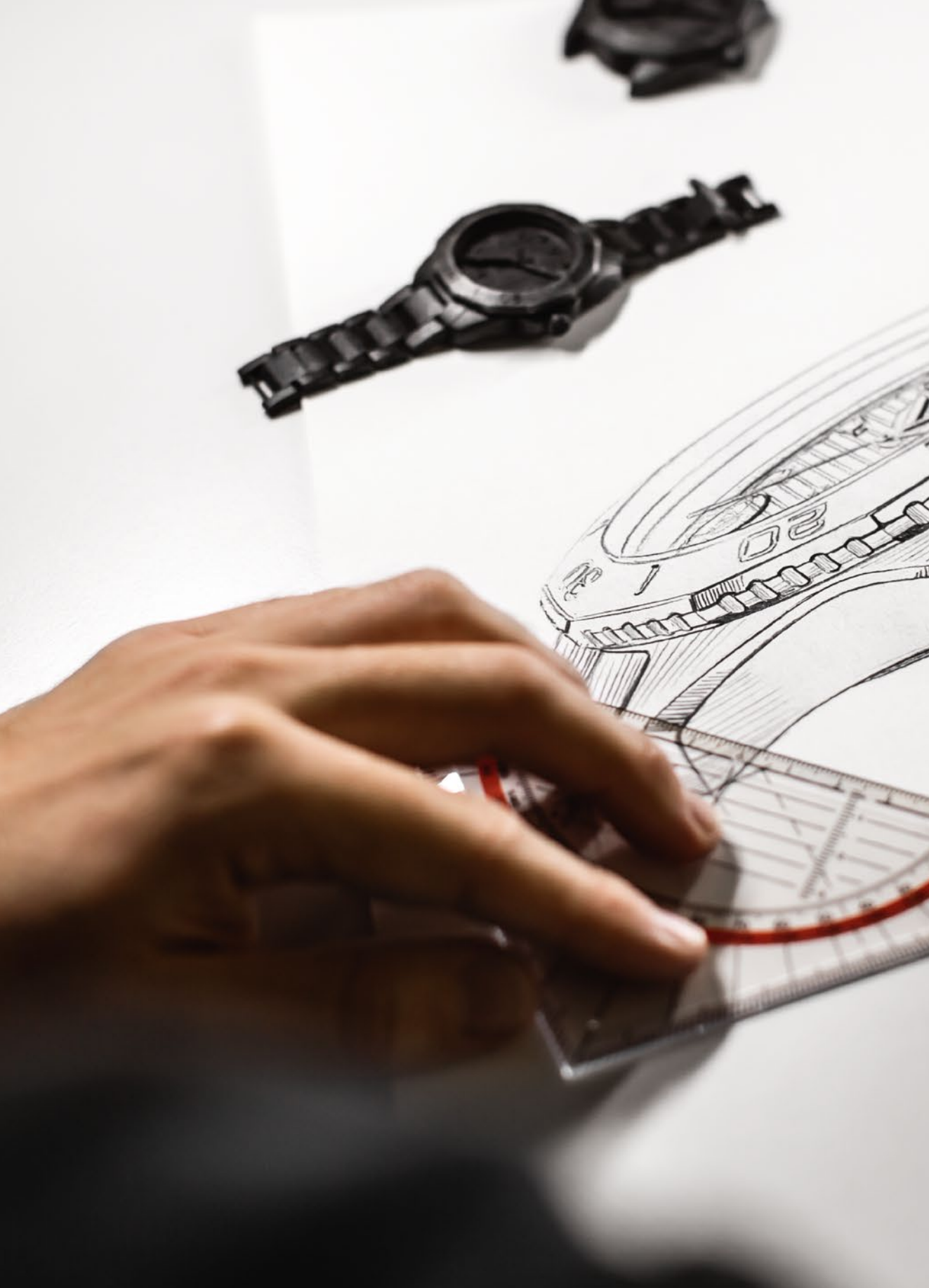
THE FUEL OF TAG HEUER

The reference in luxury Swiss chronograph watches, TAG Heuer's high-precision timing innovations have kept pace with the evolution of sports since 1860.

Our timepieces make it possible to capture every fraction of a second of performance. From the wrists of the drivers who have marked the history of motor racing to your wrist, TAG Heuer watches have a lasting impact on their time and their era.

Don't Crack Under Pressure is much more than a claim: it is a state of mind, our taste for challenges.





SAVOIR-FAIRE



The power of an idea sets the journey
in motion.

OUR SAVOIR-FAIRE

Innovation as a profession of faith since 1860: the time by TAG Heuer, symbol of high performance and control. Four production sites in Switzerland, our own Manufacture, each of our Swiss-made watches exudes our know-how.



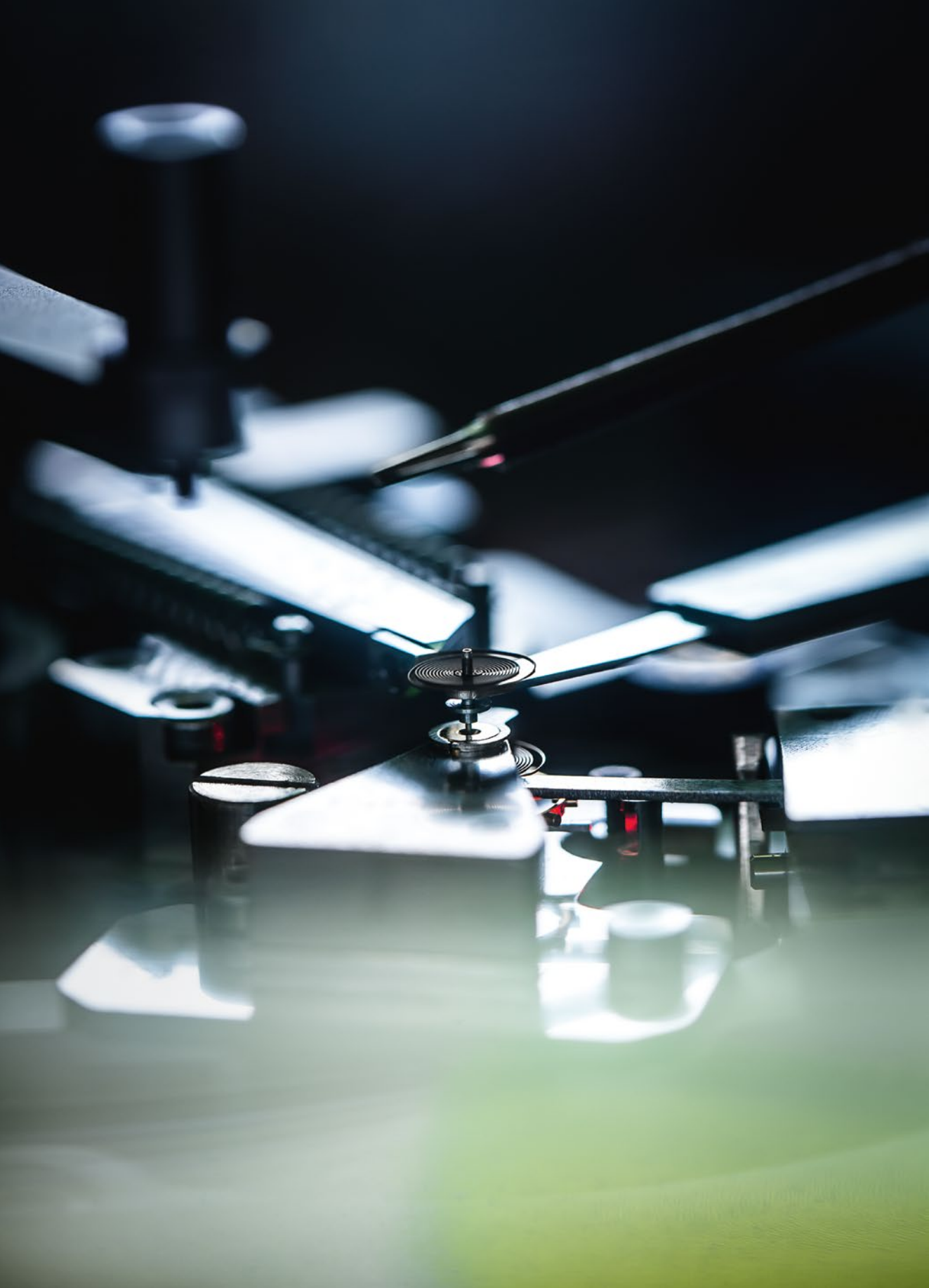
LEAVING OUR MARK ON HISTORY

The company established by Edouard Heuer in 1860 was founded on two pillars – family leadership and technical innovation. TAG Heuer has spearheaded innovations that have left their mark on history and still define the foundations of the watchmaking industry today.

From the development of the oscillating pinion in 1887, followed by the world's first automatic chronographs in 1969, to the first luxury Connected watch in 2015, TAG Heuer has always been at the forefront of watchmaking evolution.

Today, TAG Heuer leverages its rich portfolio of historical watches, by developing and incorporating leading-edge technologies. Whether the enthusiast prefers a Manufacture automatic chronograph, a tourbillon, or a carbon hairspring, their watch connects TAG Heuer's past and future.





NOW IS WHEN THE FUTURE IS MADE

Behind the walls of TAG Heuer headquarters in La Chaux-de-Fonds, Switzerland, the TAG Heuer Institute combines the best knowledge and expertise to keep on defining a centuries-old story. Scientists are working to push the boundaries of progress and constantly improve the precision and the quality of time measurement. The TAG Heuer Institute has one ambition: to perpetuate the brand's pioneering spirit and to discover tomorrow's breakthroughs.

**Two disciplines, one single momentum:
making records and breaking them.**



PERFORMANCE-DRIVEN

TAG Heuer combines technological innovations and precision timing. Committed to the world of sport, particularly motor racing, we have created the world's most accurate timing instruments, achieving an accuracy of 5/10,000^{ths} of a second. This know-how is infused in every collection and every piece.

TAG Heuer Movement Manufacture,
Chevenez, Switzerland.



MORE THAN EXPERTISE, AN ART

Founded in the Jura Mountains of Switzerland, TAG Heuer has four production sites (La Chaux-de-Fonds, Cornol, Chevenez, Tramelan). Our headquarters are located in La Chaux-de-Fonds and are also the location for the final stages of the manufacturing process. Our expert watchmakers meticulously unite and caliber all TAG Heuer pieces; crafting a timepiece is about precision, technology, and quality.

TAG Heuer Headquarters,
La Chaux-de-Fonds, Switzerland.





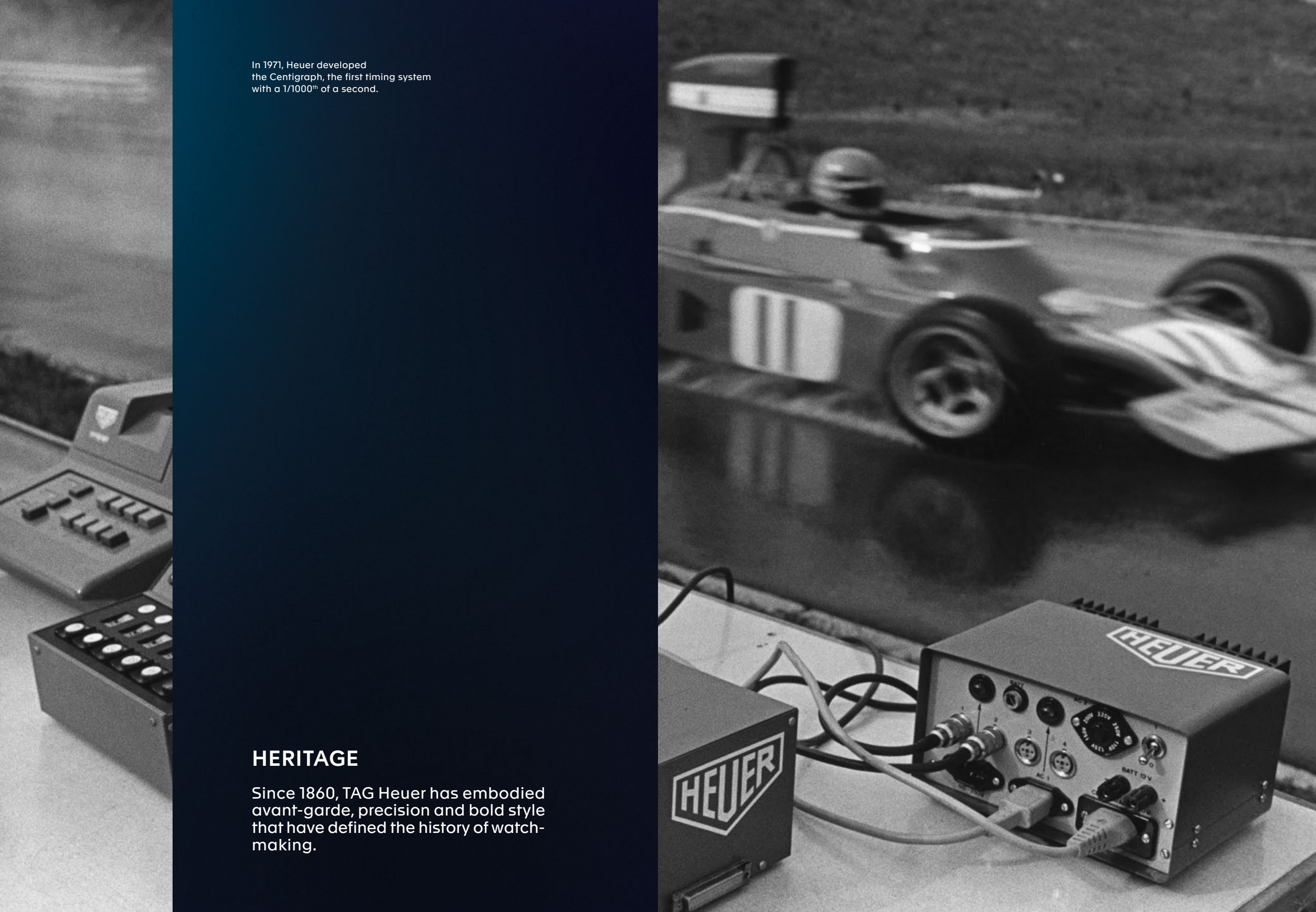
HEUERITAGE



In 1971, Heuer developed the Centigraph, the first timing system with a 1/1000th of a second.

HERITAGE

Since 1860, TAG Heuer has embodied avant-garde, precision and bold style that have defined the history of watch-making.



1860

STRONG FOUNDATIONS

The company established by Edouard Heuer in 1860 was founded on two pillars – family leadership and technical innovation. These foundations served the company well, both in the early years and in the decades that would follow.

1887

1860 THE FIRST HEUER

At age 20, Edouard Heuer opened his watchmaking shop at the family farm, in Saint-Imier, producing pocket watches, mostly in silver.



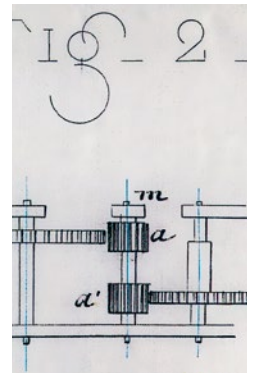
1869 THE FIRST PATENT

In 1869, Edouard Heuer changed the course of watchmaking with his first patent, covering a crown-operated, keyless winding system.



1887 THE PERFECTED CHRONOGRAPH

In 1887, Heuer introduced a patent to improve the "oscillating pinion". This improvement allowed the chronograph to start and stop instantly with the use of a push-button.





1911 TIME OF TRIP

As travel by automobile and air took hold, Heuer designed a rugged instrument to be installed on the dashboards of the new generation of vehicles. The "Time of Trip" was a precision chronograph, indicating the time of day on the main dial, while two hands on a smaller dial recorded the duration of a journey.

PRECISION ON THE WORLD STAGE

At the turn of the 20th century, innovations in industrial production, transportation, science and medicine brought demands for more precise timing. In athletics, demands for accurate, reliable timing gear became more critical, as competitors and world records might be separated by mere hundredths of a second.

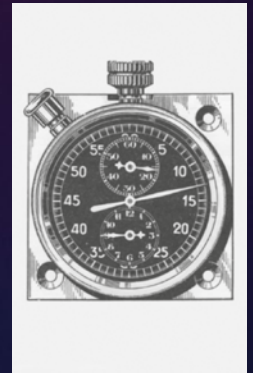
1914 FIRST WRIST CHRONOGRAPHS

As wristwatches began to take the place of pocket watches, Heuer moved the precision chronograph from the pocket to the wrist. In 1914, the Heuer catalogue described the wrist chronograph as "unique on the market".



1933 THE DASHBOARD AUTAVIA

In 1933, Heuer introduced the "Autavia", a name that would continue in its catalogue for decades to come.

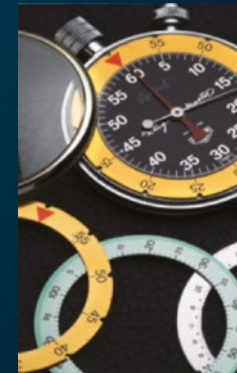


BROADER AND DEEPER

The era opened with Heuer having a catalogue of stopwatches and pocket chronographs, but only a limited selection of wrist chronographs. In the next decades, Heuer vastly expanded the range of wrist chronographs, to become the world leader in these instruments.

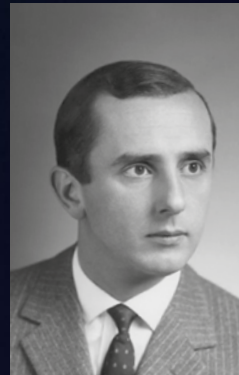
1957 THE RING-MASTER

In 1957, Heuer introduced an entirely new type of stopwatch, with the owner inserting brightly-coloured, interchangeable rings to time different events.



1958
THE 4TH GENERATION HEUER

Jack Heuer formally joined Ed. Heuer & Co. S.A., as the fourth-generation leader of the family business.



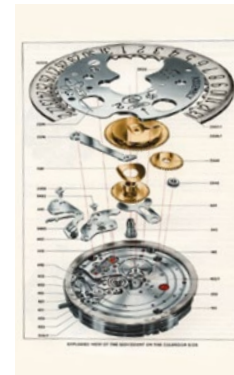
THE GOLDEN AGE

1958 marked the dawn of a new era for Heuer. Jack Heuer became the fourth generation to manage the family company. The decade would see new chronograph models, innovative designs for legendary stopwatches and dashboard timers dominating the rally world.



1963
THE ROMANCE OF RACING

In 1963, Heuer introduced the Heuer Carrera, the chronograph that captured the romance and danger of racing.



1969
CALIBRE 11: THE FIRST AUTOMATIC CHRONOGRAPHS

The joint venture led by Heuer would be the first to offer automatic chronographs in worldwide markets, with the Calibre 11 (Chronomatic) movement.

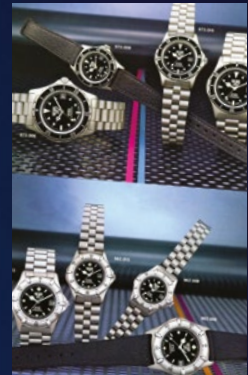
THE COLOURFUL ERA

Heuer introduced the world's first automatic chronographs in 1969, with the Autavia, Heuer Carrera and Monaco models. Heuer quickly moved from the classic black and white of the 1960s to the vibrant colours and outrageous shapes of the 1970s.

1969
MONACO

Three models were powered by Heuer's first automatic movement, but it was the new Monaco that captured the world's attention. Actor Steve McQueen was a motor racing aficionado, famously sporting a Heuer Monaco in the legendary film Le Mans in 1971.





**1985
THE 2000 SERIES**

In the early 1980s, Heuer announced six unique functional features that would characterize its new series of dive watches. Four features are specifically identified with diving – 200 metre water resistance, a screw-down crown, a unidirectional bezel and a double clasp on the steel bracelet. Sapphire crystals and luminous markings ensured the utmost legibility. These features have been carried forward to today's Aquaracer.

**2004
THE AQUARACER**

In 2004, TAG Heuer introduced the Aquaracer line of watches, with roots going back to Heuer's first dive watches from the early 1980s.



**REBIRTH
AND MODERNITY**

Under the new ownership of Techniques d'Avant-Garde business group, Heuer became TAG Heuer and made the transition from a brand associated with mechanical chronographs to a company designing watches for the 21st century. Models developed in the 1980s became the mainstays of today's TAG Heuer catalogue.

PUSHING THE LIMITS

To open the 21st century, TAG Heuer developed entirely new approaches to the construction of watches and their movements. These innovations would provide record-breaking precision, in watches styled to reflect their leading-edge technologies.

**1987
SPORTS AND ELEGANCE**

TAG Heuer soon moved upmarket, from its traditional dive watches to watches that would incorporate the most sophisticated designs. Sales materials emphasised that the new S/el watches could be worn with a diving suit or a dinner jacket. The design of this watch was made by Eddy Schöpfer. The series was renamed the "Link" in 1999, a fitting tribute to this distinctive bracelet.



**2010
THE CALIBRE 1887**

In 2010, TAG Heuer released its first in-house chronograph movement, the Calibre 1887.



2015

CONNECTING PAST AND FUTURE

TAG Heuer leverages its rich portfolio of historic watches by developing and incorporating today's leading-edge technologies. Each of the house's masterpieces draws its know-how from the past and uses the technology from the present to make a change into the future.

TODAY

2015 THE FIRST SWISS LUXURY SMARTWATCH

In 2015, TAG Heuer introduced the first Connected Watch.



2017 HEUER 02 MOVEMENT

In 2017, TAG Heuer released a new in-house chronograph movement, the Heuer 02. This movement is entirely Swiss-made in TAG Heuer's Manufacture (Chevenez, Switzerland) and powered a new generation of TAG Heuer chronographs.



2021 TAG HEUER X PORSCHE: AN AUTHENTIC ALLIANCE

Fuelled by a common history with innovation and motor racing at its core, led by visionary families whose values of entrepreneurship, precision and performance propelled them to the forefront of their respective industries, TAG Heuer and Porsche join forces to unveil an extensive partnership that will set a new standard for brand integration.



COLLECTIONS

**TAG HEUER
CONNECTED**



PAGES 26 / 37

**TAG HEUER
CARRERA**



PAGES 38 / 57

**TAG HEUER
AQUARACER**



PAGES 58 / 75

**TAG HEUER
MONACO**



PAGES 76 / 85

**TAG HEUER
FORMULA 1**



PAGES 86 / 95

**TAG HEUER
AUTAVIA**



PAGES 96 / 105

**TAG HEUER
LINK**



PAGES 106 / 113



**TAG HEUER
CONNECTED**



**TAG HEUER CONNECTED
CALIBRE E4**

Slimline elegance and unbeatable performance: the daring next generation of the TAG Heuer Connected luxury smartwatch, the new Calibre E4.

TAG HEUER CONNECTED CALIBRE E4

Feel the thrill of progress: cutting-edge technology and sleek new design.

Designed by TAG Heuer, powered with Wear OS by Google.

**Connectivity and design excellence:
TAG Heuer's watchmaking
expertise combined with
exceptional technologies.
Your colour, your unique look:
two sizes, new and exclusive watch
faces, and a strap for every style.**





TAG HEUER CONNECTED

CALIBRE E4

SBR8A80.BT6261

Case - Black DLC Titanium Grade 2
sandblasted

Water resistance - 50 m

∅ Diameter 45 mm

Strap - Black rubber



TAG HEUER CONNECTED

CALIBRE E4

SBR8A10.BA0616

Case - Steel polished, fine brushed

Water resistance - 50 m

∅ Diameter 45 mm

Bracelet - Steel H-shape



TAG HEUER CONNECTED

CALIBRE E4

SBR8A10.BT6259

Case - Steel polished, fine brushed

Water resistance - 50 m

∅ Diameter 45 mm

Strap - Black rubber



TAG HEUER CONNECTED

CALIBRE E4

SBR8010.BT6255

Case - Steel polished, fine brushed

Water resistance - 50 m

∅ Diameter 42 mm

Strap - Black rubber

MAKE EVERY DAY A NEW PERFORMANCE

When performance is the name of the game, keeping an eye on data is the way to go. Get detailed performance insights that are more accurate than ever, on your watch and your mobile.



FITNESS

Built for on-the-go users to stay fit: guided 7-minute workouts with animations and notifications to switch to the next exercise. No smartphone needed.

GOLF

40,000+ courses in three dimension, satellite view, distance to obstacles, distance from strokes. Integrated score card: your scores in real time. Advanced statistics available for each move.

SWIMMING

Improve your swimming training, track your swim drills with your watch, and follow your performance on the TAG Heuer Connected app.

CYCLING

Track your route from your wrist and follow your progress over time. The new altimeter records your altitude and provides more accurate cycling metrics.

RUNNING

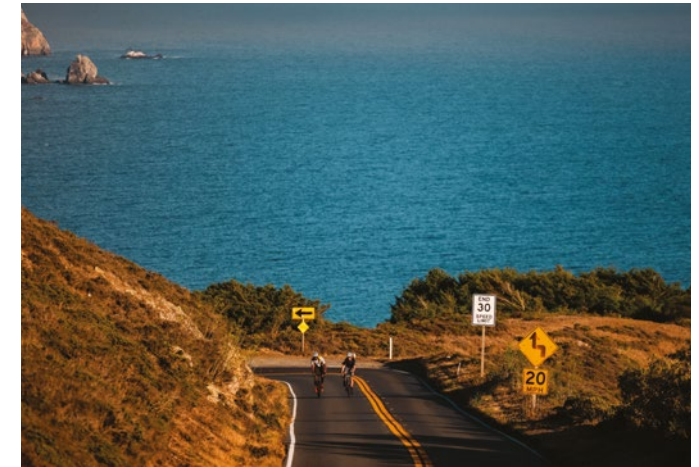
Track your distance, pace, and monitor your heart zone to maximize your training intensity on indoor and outdoor runs.

WELLNESS

Track routines with ease and elegance. Stay at the top of your game using the Wellness app to track your exercise steps, calorie goals, and weekly summaries. Set your daily wellness goals and be notified when you reach your targets.

A DESIGN, A LEGEND

With its connected functions and its iconic shape, the new TAG Heuer Connected Calibre E4 is resolutely modern. Thanks to a custom design, its case can be paired with multiple straps that are ready for both style and sport.



YOUR STYLE, YOUR CHOICES

Mechanically or digitally inspired, our watch faces collection mixes elegance, connectivity and performance. From watch faces based on TAG Heuer's rich watchmaking heritage alongside trendsetting models, discover a curated selection of new watch faces.



SRB8010.BC6618

Built to deliver elegance and sporting performance: the new generation of TAG Heuer Connected Calibre E4 watch is available in two models, each of which highlights an aspect of TAG Heuer's Connected identity.



TAG HEUER CONNECTED CALIBRE E4

SBR8010.BC6608

Case - Steel polished, fine brushed

Water resistance - 50 m

∅ Diameter 42 mm

Strap - Grained Black calfskin leather



TAG HEUER CONNECTED CALIBRE E4

SBR8010.BA0617

Case - Steel polished, fine brushed

Water resistance - 50 m

∅ Diameter 42 mm

Bracelet - Steel H-shape



TAG HEUER CONNECTED GOLF EDITION

SBR8A81.BT6262

Case - Black DLC Titanium Grade 2
sandblasted

Water resistance - 50 m

∅ Diameter 45 mm


Strap - White rubber strap with golf
ball pattern & an additional black
perforated rubber strap



Tommy Fleetwood, TAG Heuer
Ambassador and Professional golfer



TAG HEUER
CARRERA



Ryan Gosling, TAG Heuer Ambassador

**TAG HEUER
CARRERA**

The most elegant chronograph, for the achievers of today who are always on the lookout for performance.



WBN2112.BA0639

TAG HEUER CARRERA

"I wanted a dial that had a clear, clean design. I decided to use the inside bevel of the tension ring of the glass to carry the markings."

Jack Heuer,
TAG Heuer Honorary Chairman

The iconic sports watch designed for professional drivers and sports-car enthusiasts. The standard-bearer of TAG Heuer sporting spirit and the most elegant chronograph to show off whilst driving.



Ryan Gosling, TAG Heuer ambassador,
wearing the TAG Heuer Carrera
(WBN2112.BA0639)

THE SPORTS WATCH OF AN ACTIVE ACHIEVER

With refined indexes and hands to better catch the light, the TAG Heuer Carrera is easy to read even at full speed. Parallel and elongated lugs that feel solid and sturdy on the wrist, and metal crown for an elegant yet sporty feel.



WBN2111.BA0639

ADVANCED LUXURY MATERIALS, UNCLUTTERED DESIGN

Featuring an unprecedented level of luxury, Jack Heuer's creation benefits from a refined design: new finishes and lugs, new pushers and metal crown, for an elegant yet sporty look. Uncluttered, with nothing superfluous, for optimal legibility at top speeds: rarely do aesthetics and functionality so flawlessly intermesh.



TAG HEUER CARRERA CHRONOGRAPH

CBN2A1A.BA0643

Calibre Heuer 02 Automatic Chronograph

Stainless steel case & Blue circular brushed dial

Water resistance – 100 m

∅ Diameter 44 mm

Bracelet – Stainless steel



TAG HEUER CARRERA CHRONOGRAPH

CBN2A10.BA0643

Calibre Heuer 02 Automatic Chronograph

Stainless steel case & Green circular brushed dial

Water resistance – 100 m

∅ Diameter 44 mm

Bracelet – Stainless steel



TAG HEUER CARRERA CHRONOGRAPH

CBN2A1B.BA0643

Calibre Heuer 02 Automatic Chronograph

Stainless steel case & Black circular brushed dial

Water resistance – 100 m

∅ Diameter 44 mm

Bracelet – Stainless steel



TAG HEUER CARRERA CHRONOGRAPH

CBN2A5A.FC6481

Calibre Heuer 02 Automatic Chronograph

Stainless steel/18K 5N rose gold plated/ ceramic case & Black circular brushed dial

Water resistance – 100 m

∅ Diameter 44 mm

Strap – Alligator leather



Dedication and passion is the key to our savoir-faire. Rigorous to the smallest details that make the difference.



TAG HEUER CARRERA CHRONOGRAPH

CBN2011.BA0642

Calibre Heuer 02 Automatic Chronograph

Stainless steel case & Blue sunray-brushed dial

Water resistance – 100 m

∅ Diameter 42 mm

Bracelet – Stainless steel



TAG HEUER CARRERA CHRONOGRAPH

CBN2013.FC6483

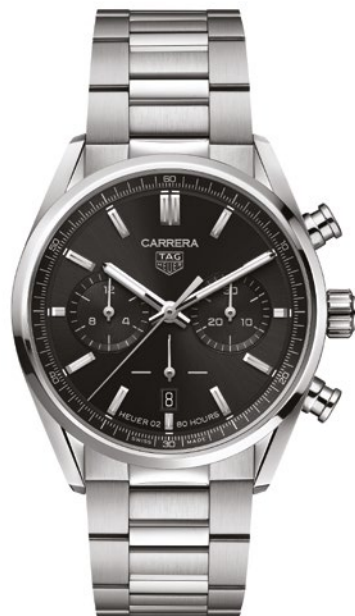
Calibre Heuer 02 Automatic Chronograph

Stainless steel case & Silver sunray-brushed dial with 5N rose gold plated indexes and hands

Water resistance – 100 m

∅ Diameter 42 mm

Strap – Brown alligator leather



TAG HEUER CARRERA CHRONOGRAPH

CBN2010.BA0642

Calibre Heuer 02 Automatic Chronograph

Stainless steel case & Black opaline dial

Water resistance – 100 m

∅ Diameter 42 mm

Bracelet – Stainless steel



TAG HEUER CARRERA CHRONOGRAPH

CBN2012.FC6483

Calibre Heuer 02 Automatic Chronograph

Stainless steel case & Anthracite sunray-brushed dial

Water resistance – 100 m

∅ Diameter 42 mm

Strap – Brown alligator leather



TAG HEUER CARRERA TWIN-TIME

WBN201A.BA0640

Calibre 7 Automatic

Stainless steel case & Blue sunray-brushed dial

Water resistance – 100 m

∅ Diameter 41 mm

Bracelet – Stainless steel



TAG HEUER CARRERA

WBN2111.BA0639

Calibre 5 Automatic

Stainless steel case & Silver sunray-brushed dial

Water resistance – 100 m

∅ Diameter 39 mm

Bracelet – Stainless steel



TAG HEUER CARRERA

WBN2012.BA0640

Calibre 5 Automatic

Stainless steel case & Blue sunray-brushed dial

Water resistance – 100 m

∅ Diameter 41 mm

Bracelet – Stainless steel



TAG HEUER CARRERA

WBN2011.FC6484

Calibre 5 Automatic

Stainless steel case & Silver sunray-brushed dial

Water resistance – 100 m

∅ Diameter 41 mm

Strap – Brown alligator leather



TAG HEUER CARRERA

WBN2111.FC6505

Calibre 5 Automatic

Stainless steel case & Silver sunray-brushed dial

Water resistance – 100 m

∅ Diameter 39 mm

Strap – Black alligator leather



TAG HEUER CARRERA

WBN2112.FC6504

Calibre 5 Automatic

Stainless steel case & Blue sunray-brushed dial

Water resistance – 100 m

∅ Diameter 39 mm

Strap – Blue alligator leather





**TAG HEUER
CARRERA PORSCHE
CHRONOGRAPH
SPECIAL EDITION**

CBN2A1F.FC6492

Calibre Heuer 02 Automatic Chronograph

Stainless steel/Ceramic case & Grey
asphalt dial

Water resistance – 100 m

∅ Diameter 44 mm

Strap – Black calfskin leather

TAG Heuer and Porsche. These two icons of design, quality, and innovation have journeyed in parallel since 1963. The time has come to unite on a single track.





TAG HEUER CARRERA

WBN2411.BA0621

Calibre 9 Automatic

Stainless steel case & Blue sunray-brushed dial

Water resistance – 100 m

∅ Diameter 29 mm

Bracelet – Stainless steel



TAG HEUER CARRERA

WBN2412.BA0621

Calibre 9 Automatic

Stainless steel case & White mother-of-pearl dial

Water resistance – 100 m

∅ Diameter 29 mm

Bracelet – Stainless steel



TAG HEUER CARRERA

WBN2410.BA0621

Calibre 9 Automatic

Stainless steel case & White mother-of-pearl dial

Water resistance – 100 m

∅ Diameter 29 mm

Bracelet – Stainless steel



TAG HEUER AQUARACER





**TAG HEUER
AQUARACER**

A professional sports watch with
timeless style, reliable in all conditions.



WBP2111.BA0627

TAG HEUER AQUARACER

"My philosophy is to be the best that I can be. My TAG Heuer Aquaracer helps me with new challenges."

Kai Lenny,
Professional Surfer
and TAG Heuer Ambassador

Fit for every ground, the Aquaracer Professional 200 is a bold, stylish, all-terrain luxury tool watch. Forged for the depths, the Aquaracer Professional 300 is the ultimate luxury diver's watch, reliable in all conditions.



**Bold, refined, high-performing
– the TAG Heuer Aquaracer
is a collection of 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.**



TAG HEUER AQUARACER PROFESSIONAL 200

WBP2111.BA0627

Calibre 5 Automatic

Stainless steel case & Blue slightly
smoky, sunray-brushed dial

Water resistance – 200 m

∅ Diameter 40 mm

Bracelet – Stainless steel with comfort
extension link



TAG HEUER AQUARACER PROFESSIONAL 200

WBP2110.BA0627

Calibre 5 Automatic

Stainless steel case & Black slightly
smoky, sunray-brushed dial

Water resistance – 200 m

∅ Diameter 40 mm

Bracelet – Stainless steel with comfort
extension link



TAG HEUER AQUARACER PROFESSIONAL 200

WBP1417.BA0622

Quartz Watch

Stainless steel case & White mother-of-pearl dial

Water resistance - 200 m

∅ Diameter 30 mm

Bracelet - Stainless steel with comfort extension link



TAG HEUER AQUARACER PROFESSIONAL 200

WBP2411.BA0622

Calibre 9 Automatic

Stainless steel case & Blue mother-of-pearl, slightly smoky dial

Water resistance - 200 m

∅ Diameter 30 mm

Bracelet - Stainless steel with comfort extension link



TAG HEUER AQUARACER PROFESSIONAL 200

WBP1415.BA0622

Quartz Watch

Stainless steel case & Light blue sunray-brushed dial

Water resistance - 200 m

∅ Diameter 30 mm

Bracelet - Stainless steel with comfort extension link



Beyond fear,
Beyond reason,
Beyond the edge.



TAG HEUER AQUARACER PROFESSIONAL 300

WBP201A.BA0632

Calibre 5 Automatic

Stainless steel case & Black sunray-brushed dial

Water resistance – 300 m

∅ Diameter 43 mm

Bracelet – Stainless steel with fine adjustment system



TAG HEUER AQUARACER PROFESSIONAL 300

WBP201C.BA0632

Calibre 5 Automatic

Stainless steel case & Silver sunray-brushed dial

Water resistance – 300 m

∅ Diameter 43 mm

Bracelet – Stainless steel with fine adjustment system



TAG HEUER AQUARACER PROFESSIONAL 300

WBP201B.BA0632

Calibre 5 Automatic

Stainless steel case & Blue sunray-brushed dial

Water resistance – 300 m

∅ Diameter 43 mm

Bracelet – Stainless steel with fine adjustment system



TAG HEUER AQUARACER PROFESSIONAL 300

WBP201B.FT6198

Calibre 5 Automatic

Stainless steel case & Blue sunray-brushed dial

Water resistance – 300 m

∅ Diameter 43 mm

Strap – Blue rubber and steel folding clasp with fine adjustment system



ULTIMATE PRECISION

The unidirectional bezel secures any risk of accidental movement that might indicate more dive time remaining.



HIGH-TECH AND AUTHENTIC

Fluting on the bezel's facets means it can be easily gripped and adjusted. The screw-down crown has double safety gaskets to prevent dust or water penetration.

The sturdy bracelet has a diving extension to fit over gloves and a safety clasp to prevent accidental opening.



TAG HEUER AQUARACER PROFESSIONAL 300

WBP208B.BF0631

Calibre 5 Automatic

Sand-blasted Grade 2 Titanium case
& Green sunray-brushed dial

Water resistance – 300 m

∅ Diameter 43 mm

Bracelet – Grade 2 Titanium with fine
adjustment system





TAG HEUER AQUARACER PROFESSIONAL 300

WBP231B.BA0618

Calibre 5 Automatic

Stainless steel case & Blue lacquered dial

Water resistance – 300 m

∅ Diameter 36 mm

Bracelet – Stainless steel with fine adjustment system



TAG HEUER AQUARACER PROFESSIONAL 300

WBP231D.BA0626

Calibre 5 Automatic

Stainless steel case & Black lacquered dial

Water resistance – 300 m

∅ Diameter 36 mm

Bracelet – Stainless steel with fine adjustment system

TAG HEUER AQUARACER PROFESSIONAL 300

WBP231C.BA0626

Calibre 5 Automatic

Stainless steel case & Silver colour lacquered dial

Water resistance – 300 m

∅ Diameter 36 mm

Bracelet – Stainless steel with fine adjustment system





TAG HEUER MONACO





TAG HEUER MONACO

The unique, square-faced icon of TAG Heuer's avant-garde heritage and savoir-faire.





CBL2113.BA0644

TAG HEUER MONACO

"At the time, we immediately knew this was something special. [...] The revolutionary square case would be the perfect housing for our avant-garde Monaco."

Jack Heuer,
TAG Heuer Honorary Chairman

A design classic beloved by connoisseurs, the instantly recognizable TAG Heuer Monaco is cooler and more cutting-edge than ever.



TAG HEUER MONACO

CBL2113.BA0644

Calibre Heuer 02 Automatic Chronograph

Stainless steel case & Black sunray-brushed dial

Water resistance – 100 m

∅ Diameter 39 mm

Bracelet – Stainless steel



TAG HEUER MONACO

CBL2111.FC6453

Calibre Heuer 02 Automatic Chronograph

Stainless steel case & Blue sunray-brushed dial

Water resistance – 100 m

∅ Diameter 39 mm

Strap – Blue alligator leather



TAG HEUER MONACO

CBL2111.BA0644

Calibre Heuer 02 Automatic Chronograph

Stainless steel case & Blue sunray-brushed dial

Water resistance – 100 m

∅ Diameter 39 mm

Bracelet – Stainless steel





TAG HEUER MONACO

CAW211P.FC6356

Calibre 11 Automatic Chronograph

Stainless steel case & Blue opaline dial

Water resistance – 100 m

∅ Diameter 39 mm

Strap – Black calfskin leather

This automatic chronograph Monaco Calibre 11 is the original model, the very first square and waterproof chronograph in the world. Revolutionary and icon of the "King of cool" Steve McQueen, this calibre 11 edition still features the famous crown on the left; it was a way of showing that manual winding was no longer necessary.





BOLD GEOMETRIES, BOTH AUTHENTIC AND CONTEMPORARY

The Monaco stands out for design features like the big case cut at right angles and bevelled crystal of virtually unscratchable sapphire.



THE BIRTH OF AN ICON

The Monaco's provocative look represented a complete break with conventional watch design. Equally radical was its perfect water-resistance — a world first for a square case at that time.



TAG HEUER FORMULA 1



**TAG HEUER
FORMULA 1**

Through its legendary drivers like Steve McQueen and Ayrton Senna, TAG Heuer's commitment to Formula 1 runs deep. The motor-racing inspired collection for men and women who dare to live life at full speed.



CAZ101AG.BA0842

TAG HEUER FORMULA 1

The motor-racing inspired collection for men and women who dare to live life at full speed. It is the only series emblazoned with the coloured TAG Heuer shield.



TAG HEUER FORMULA 1

CAZ101AH.BA0842

Quartz Chronograph

Stainless steel case & Grey
asphalt-pattern dial

Water resistance – 200 m

∅ Diameter 43 mm

Bracelet – Stainless steel



TAG HEUER FORMULA 1

CAZ1014.BA0842

Quartz Chronograph

Stainless steel case & Blue sunray-
brushed dial

Water resistance – 200 m

∅ Diameter 43 mm

Bracelet – Stainless steel



TAG HEUER FORMULA 1

CAZ1010.FT8024

Quartz Chronograph

Stainless steel case & Black opaline dial

Water resistance – 200 m

∅ Diameter 43 mm

Strap – Black rubber



Motor-racing inspired,
embodying TAG Heuer's unique
racing heritage and commitment
to excellence under pressure.



TAG HEUER FORMULA 1

CAZ101AG.FC8304

Quartz Chronograph

Stainless steel case & Grey
asphalt-pattern dial

Water resistance - 200 m

∅ Diameter 43 mm

Strap - Black nylon



TAG HEUER FORMULA 1

WAZ101A.FC8305

Quartz Watch

Stainless steel case & Orange
textured dial

Water resistance - 200 m

∅ Diameter 43 mm

Strap - Black nylon



**TAG HEUER
FORMULA 1
RED BULL RACING
SPECIAL EDITION**

CAZ101AL.FT8052

Quartz Chronograph

Stainless steel case & Blue sunray-
brushed dial

Water resistance – 200 m

∅ Diameter 43 mm

Strap – Textured Blue rubber

Speed into victory with the TAG Heuer Formula 1 Red Bull Racing Special Edition. The sporty look and dynamic design of this unique collection makes for a bold, action-packed chronograph that sets the pace by celebrating two great leaders.





TAG HEUER AUTAVIA





**TAG HEUER
AUTAVIA**

A collection for authentic free spirits
who live life as an adventure.



CBE511C.FC8280

TAG HEUER AUTAVIA

"I relaunched Autavia in 1962 as a wristwatch. [...] The Autavia as a complete range [...] that was quite audacious at that time. The Autavia has had a truly astonishing and inspiring destiny, in a very Heuer way."

Jack Heuer,
TAG Heuer Honorary Chairman

A collection rooted in history, Heuer's oldest collection, Autavia's unique design is inspired by its start in airplanes and car cockpits. Now its most high-performance creation, with Calibre Heuer 02 COSC Flyback manufacture movement, which brings the flyback function to the collection.



TAG HEUER AUTAVIA

CBE511B.FC8279

Calibre Heuer 02 Automatic Chronograph
- COSC - Flyback

Stainless steel case & Silver dial

Water resistance – 100 m

∅ Diameter 42 mm

Strap – Black alligator leather



TAG HEUER AUTAVIA

CBE511C.FC8280

Calibre Heuer 02 Automatic Chronograph
- COSC - Flyback

DLC-coated case & Black dial

Water resistance – 100 m

∅ Diameter 42 mm

Strap – Black alligator leather





**TAG HEUER
AUTAVIA
GMT**

WBE511A.BA0650

Calibre 7 GMT Automatic COSC

Stainless steel case & Blue sunray-brushed dial

Water resistance – 100 m

∅ Diameter 42 mm

Bracelet – Stainless steel





TAG HEUER AUTAVIA

WBE5116.FC8266

Calibre 5 Automatic COSC

Stainless steel case & Blue smoked dial

Water resistance – 100 m

∅ Diameter 42 mm

Strap – Brown calfskin leather



TAG HEUER AUTAVIA

WBE5116.EB0173

Calibre 5 Automatic COSC

Stainless steel case & Blue smoked dial

Water resistance – 100 m

∅ Diameter 42 mm

Bracelet – Stainless steel



TAG HEUER AUTAVIA

WBE5114.EB0173

Calibre 5 Automatic COSC

Stainless steel case & Blue smoked dial

Water resistance – 100 m

∅ Diameter 42 mm

Bracelet – Stainless steel



TAG HEUER LINK



**TAG HEUER
LINK**

The S-shaped design, icon of sport
and elegance.



CBC2112.BA0603

TAG HEUER LINK

The Link collection by TAG Heuer offers its wearer the epitome of design and elegance. This classic from the legendary designer Eddy Schopfer continues the marriage of chic geometry and luxurious details.

**Motion, purity, curve, precision,
an almost liquid-metal dynamism
in its streamlined form and silhouette
— these are the TAG Heuer Link's
signature values.**



The Link is our only collection whose design started with its bracelet. The iconic, ultra-comfortable S-shape bracelet is polished and fine-brushed stainless steel.



TAG HEUER LINK

WBC1316.BA0600

Quartz Watch

Stainless steel case & White mother-of-pearl dial

Water resistance - 100 m

∅ Diameter 32 mm

Bracelet - Stainless steel



TAG HEUER LINK

WBC1313.BA0600

Quartz Watch

Stainless steel case & Blue mother-of-pearl dial

Water resistance - 100 m

∅ Diameter 32 mm

Bracelet - Stainless steel



TAG HEUER LINK

WBC2112.BA0603

Calibre 5 Automatic

Stainless steel case & Blue sunray-brushed dial

Water resistance - 100 m

∅ Diameter 41 mm

Bracelet - Stainless steel



TAG HEUER LINK

CBC2112.BA0603

Calibre 17 Automatic Chronograph

Stainless steel case & Blue sunray-brushed dial

Water resistance - 100 m

∅ Diameter 41 mm

Bracelet - Stainless steel



TAG HEUER LINK

WBC2110.BA0603

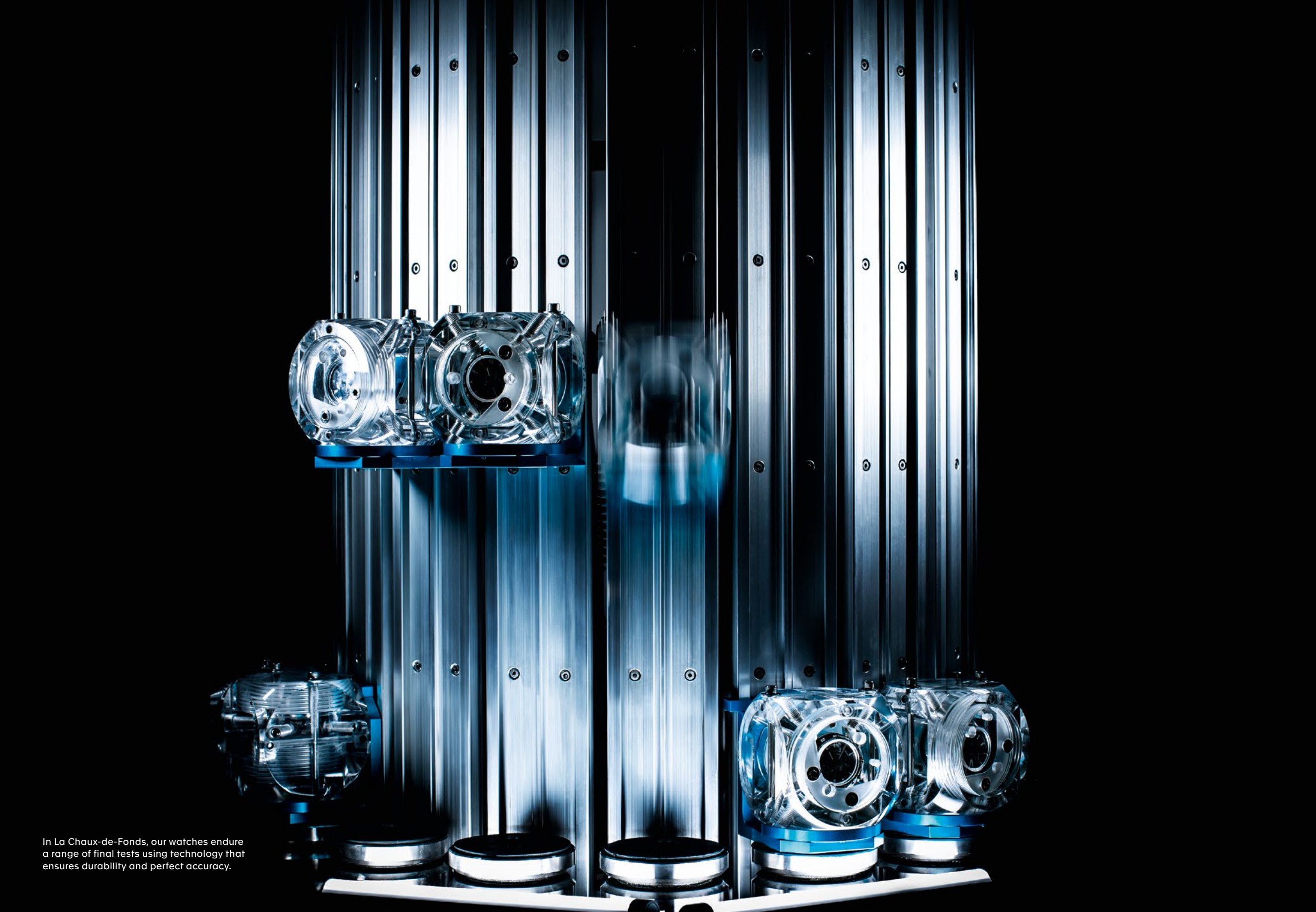
Calibre 5 Automatic

Stainless steel case & Black sunray-brushed dial

Water resistance - 100 m

∅ Diameter 41 mm

Bracelet - Stainless steel



In La Chaux-de-Fonds, our watches endure a range of final tests using technology that ensures durability and perfect accuracy.



A RESPONSIBLE WATCHMAKER

Trustee of exceptional cultural heritage since 1860, TAG Heuer also plays an essential role in preserving natural heritage thanks to an ethical approach applied to all its timepiece creations.

RESPONSIBLE JEWELLERY COUNCIL (RJC)

TAG Heuer is a member of the Responsible Jewellery Council (RJC), an organisation of more than 260 professionals around the world committed to the promotion of ethics, human and social rights and environmental practices throughout the gold and diamond product chain, from the mines to retail. To find out more about the RJC please visit www.responsiblejewellery.com

THE KIMBERLEY PROCESS

With a certificate, the Kimberley Process Certification Scheme (KPCS) guarantees that each rough diamond that crosses an international border between two signing countries is "conflict free". TAG Heuer certifies that all of its diamonds are cut by legitimate sources and that they are not involved in armed conflicts, in compliance with the United Nations' resolutions, on the basis of written guarantees produced by its suppliers. To find out more about the Kimberley Process www.kimberleyprocess.com

FONDATION DE LA HAUTE HORLOGERIE (FHH)



TAG Heuer is a member of the exclusive Fondation de la Haute Horlogerie (FHH) which brings together the 30 most prestigious brands in Swiss watchmaking, chosen for their unique expertise, their heritage and the quality of their Fine Watchmaking products.

PHOTO CREDITS ©

No part of this publication may be reproduced in any form or by any means without the prior permission of TAG Heuer, a branch of LVMH Swiss Manufactures SA, 6a, Louis-Joseph Chevrolet - 2300 La Chaux-de-Fonds - Switzerland. Timepieces presented in this catalogue are not all reproduced in the exact size. Colours may also differ due to printing. Indicated carats are estimates. TAG Heuer reserves the right to modify the technical specifications described and illustrated in this catalogue at any time and without notice. Please consult your TAG Heuer retailer for the latest details concerning technical specifications.

www.tagheuer.com
magazine.tagheuer.com



