

WATCHES AND JEWELRY

Tag Heuer returns as official Formula 1 timekeeper

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The company previously served as timekeeper in the 1990s and early 2000s. Image courtesy of Tag Heuer

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Swiss watchmaker Tag Heuer is taking back a strategic sports marketing position.

Today, the company announced that it will step in as the official timekeeper of the Formula 1 competition beginning with the 2025 season. The horologists replace Swiss watchmaker Rolex following a decade-long partnership with F1.

"In a sport defined by mental resilience, physical strength, strategy, innovation and performance, it is only natural for Tag Heuer to be at the very heart of Formula 1 as Official Timekeeper," said Antoine Pin, CEO of **Tag Heuer**, in a statement.

"With decades of history in F1 connecting us to the most successful drivers and teams of all time, we are honored and privileged to be the name connected to the very thing that defines the winner: time," Mr. Pin said. "As Formula 1 and their exceptional team continue to build on the amazing work that has been done to create one of the greatest properties in sport, we are excited to be part of the journey and create new stories to enrich Tag Heuer."

Racing ahead

Tag Heuer holds many years of history with the automobile racing championship organizers, beginning a relationship with F1 in 1969 and becoming the first luxury brand to sponsor a driver and their vehicle.

The watchmaker has supported multiple on-track competitors and racing teams backed by brands such as Italian automaker Ferrari and British automaker McLaren. Tag Heuer became the official timekeeper of F1 in 1992, remaining so until the 2003 season.



The company currently sponsors the Red Bull F1 team. Image courtesy of Tag Heuer

Now, Tag Heuer is strengthening its legacy in the sports world by returning to the post for F1's 75th anniversary. The deal is a part of parent company LVMH's decade-long marketing agreement with the automotive competition, signed in October 2024 ([see story](#)).

"I am delighted to welcome Tag Heuer as the Official Timekeeper of Formula 1 as they start the next stage of their long history in our sport," said Stefano Domenicali, president and CEO of Formula 1, in a statement.

"With their focus on innovation, accuracy and excellence, they are a natural partner, and I am excited to see how our intertwining heritage can tell new stories for the future as we celebrate our 75th year."

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