



“TAG Heuer 360”的名字取自其全球首創360度半天候圓錐形屏幕，由相等於供應十二座電腦正常運作的電力來傳送每小時過百萬的影像單位。
“TAG Heuer 360” was named after its star feature: the world's first-ever 360-degree conical movie screen which is operated by a battery of 12 computers processing over 1 million images an hour.



博物館開幕主禮嘉賓 Lewis Hamilton 先生正忙於在相片上簽上大名。
Museum opening guest Mr. Lewis Hamilton signs his picture.



豪華表主席兼行政總裁 Jean-Christophe Babin 先生。
Mr. Jean-Christophe Babin, President & CEO of TAG Heuer.



佔地 200 平方米的博物館展出豪華表名貴腕錶共 300 枚。(左起) 豪華表主席兼行政總裁 Jean-Christophe Babin 先生、世界一級方程式大賽第二名 Lewis Hamilton 先生和豪華表榮譽主席 Jack Heuer 先生正在細心欣賞展品。
The museum in 200 square metres showcases 300 TAG Heuer valuable wristwatches. Mr. Jean-Christophe Babin, President & CEO of TAG Heuer, Mr. Lewis Hamilton, FIA 2007 F1 world championship runner-up and Mr. Jack Heuer, Honorary Chairman of TAG Heuer, gaze attentively at the showpieces.

豪華表“TAG Heuer 360”博物館正式開幕 Lewis Hamilton 現身祝賀 150 周年慶典

早於一月底，豪華表在其老家瑞士 La Chaux-De-Fonds 的總部開設了一所博物館“TAG Heuer 360”，開幕當天邀請了 FIA 2007 世界一級方程式大賽第二名之 Lewis Hamilton 作主禮嘉賓，而自世界各地而來的與會者超過 250 位，齊以香檳舉杯祝賀豪華表 150 年來以精準製表技巧併入運動工業的輝煌成果，場面氣派非凡。

豪華表主席兼行政總裁 Mr. Jean-Christophe Babin 在博物館開幕禮表示：“將計時、主題和傳奇揉合於先進科技的‘360’博物館，在豪華表的歷史上傲然豎立起里程碑，那重於規劃未來多於留戀過去的概念更為 21 世紀的博物館帶來新展望。” Lewis Hamilton 乃豪華表長期品牌大使，他說：“早於我展開一級方程式賽車生涯之前，豪華表已對我大力支持，長達多年的伙伴關係使我們共同培養出牢固的默契和至臻完美的價值觀。”

TAG Heuer inaugurates its “TAG Heuer 360” Private Museum with the exclusive presence of Lewis Hamilton for its 150th anniversary festivities

TAG Heuer proudly introduced the opening of the “TAG Heuer 360” Private Museum with the noteworthy appearance of FIA 2007 F1 world championship runner-up Lewis Hamilton at the headquarters in La Chaux-de-Fonds, Switzerland in the end of January. More than 250 guests from all over the globe delightedly participated in this splendid event, toasting the 150 years of precise watchmaking combined with a sporting heritage. What a dynamic scene!

Mr. Jean-Christophe Babin, President & CEO of TAG Heuer, was impressed by the museum: “The unique blending of chronology, themes and legends with sensorial technologies make this museum a milestone in TAG Heuer history, envisioning 21st century museums as a projection into the future rather than a wistful look back on the past.” Lewis Hamilton is a long-time TAG Heuer Ambassador. He stated, “TAG Heuer has been supporting me for years, even before I began racing in F1. We share a strong human bond and the same values in terms of mastering performance.”