

# MOTORSPORTS

## AND THEIR AMBASSADORS



That certain drivers wear specific watches in public is not new, but the fact that many now get paid to do so is. Perhaps it was Jack Heuer who first recognized that a fan's respect for a specific racer carries over into a love for that individual's tools, including his or her timepiece.

It's nice, though, when the tool works well and is more than wrist dressing. But whether or not the star wears the piece on and off the track, the association can often assist both sides of the arrangement. Ask any retailer about the number of people who enter their store to buy a "Steve McQueen" watch, a "Williams" watch, that "Jeff Gordon" timepiece or, more recently, a "Danica Patrick" watch.

So it is no wonder that watch firms reach out to racers. In fact, signing the appropriate driver can in itself be a race—among watch companies in search of the right face. Fortunately there are many ways to compete for speed, and on the next few pages you'll find numerous reports that recall which watch firm works with which driver, or in some cases, with an automobile or motorcycle maker directly. Others identify with a particular race.

Whatever their link, watch firms and motorsports today understand and share the need for speed, offering consumers enjoyable timepieces that can sometimes even feature cutting-edge technology. But whether it's through the use of new materials or just via a new dial, motorsports themed timepieces allow us a way to celebrate both pursuits simultaneously.



## Louis Moinet

For the 2009 American Le Mans Series, Louis Moinet became the official timepiece for the racing team Primetime Race Group's #11 Dodge Viper. The racing team entered its second full season in the American Le Mans Series with owner and driver Joel Feinberg and his teammate Chris Hall at the wheel. The car is the only Dodge Viper Competition Coupe in the Grand Touring (GT2) class of the competition. Visit [www.primetimeracegroup.com/schedule](http://www.primetimeracegroup.com/schedule) for additional information on upcoming races. Louis Moinet timepieces have been worn by distinctive figures the likes of Thomas Jefferson, Napoleon and King George IV. The company limits its production to only a thousand watches every year, ensuring its exclusivity.



Joel Feinberg wears his Datascope while driving his Dodge Viper Competition Coupe.

