

TAG Heuer Celebrates 150 Years Of Watchmaking



Achieving many milestones of watchmaking, TAG Heuer paid tribute to its heritage and marked its 150th anniversary with the launch of the Odyssey of Pioneers, a travelling roadshow that showcased TAG Heuer's 16 iconic timepieces and three watches for the future – the TAG Heuer Pendulum Concept, Monaco V4 and Carrera Calibre 1887 Chronograph.

Further, TAG Heuer and Tesla Motors collaborated to launch the TAG Heuer Tesla Roadster.

The celebrations started off with Karun Chandhok, Formula One Driver and TAG Heuer's new Brand Ambassador behind the wheels of the Tesla Roadster along with Shah Rukh Khan, Brand Ambassador and Jean Christophe Babin, President and CEO unveiling the 2010 concept watch TAG Heuer Grand Carrera Pendulum.

Colombo Jewellery Stores is the authorised dealer for Tag Heuer within Sri Lanka.