



The King Power Alinghi seals watchmaker Hublot's association with the Swiss Alinghi team

Today in Geneva, Hublot's CEO Jean-Claude Biver, side by side with Ernesto Bertarelli, the president of Alinghi, unveiled the chronograph sporting the colours of the Swiss Defender of the 33rd America's Cup.

Swiss Made expertise was the toast of the hour this evening on the shores of Lake Geneva, as the exclusive, limited edition Hublot "King Power Alinghi" watch made its debut. The pride of the participants was swelled by immense motivation felt on all sides to defend the Swiss colours together in a few weeks' time, when Alinghi and Oracle do battle on the water.

The King Power Alinghi echoes the expertise and precision of the Defender yacht built for the America's Cup. New developments, cutting edge technology and materials, a focus on the excellence of resources and sharing the highest level of skills are qualities which link the two companies.

Jean-Claude Biver hopes that the King Power will bring the catamaran luck in this extraordinary challenge: "Alinghi already has an enormous range of skills and qualities, as well as the motivation to win, and we wish to demonstrate to them how proud we are to be their partner and to show them our support through this chronograph in the yacht's colours!".