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## Jacques Villeneuve back in FIA Formula 1 with TAG Heuer



Shanghai (China) -

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TAG Heuer Sportvision eyewear and sunglasses Brand partner with FIA Formula 1 world champion Jacques Villeneuve, for his Formula 1 comeback at the 1st ever Chinese Grand Prix in Shanghai, at the wheel of a Renault F1.

Over the past 144 years, TAG Heuer, the undisputed reference and leader in prestigious chronographs and sports watches, has drawn its core values from the world of motor sports. The brand has held the highly coveted role of Official FIA Formula 1 world championship timekeeper till 2003 and Official Timekeeper at 1/10'000 of a second of the Indy Racing League and the legendary Indy 500 race since 2004. TAG Heuer is also an historical

partner of the McLaren-Mercedes team and of many drivers such as Kimi Räikkönen, David Coulthard, Scott Dixon, Sarah Fisher, Sébastien Buemi or Sébastien Bourdais currently leading the Champcar championship.

In 2002 TAG Heuer introduced TAG Heuer "Sportvision", a revolutionary line of luxury sunglasses and ophthalmic frames, totally redefining these markets thanks to the unique combination of prestige, performance and fashion in design and functionalities. Jacques Villeneuve has been the ambassador of TAG Heuer Sportvision during the 2002 and 2003 Formula 1 racing seasons.

"We are truly delighted to see Jacques Villeneuve back into Formula 1, in such a great team as the Renault F1 team. Jacques's character and achievements make him a unique champion. He is undoubtedly one of the all-time greats," states Jean-Christophe Babin, TAG Heuer's Sportvision and Sportswatches Chairman and Chief Executive Officer.

"I am very proud to be part of the "dream team" of TAG Heuer ambassadors together with Tiger Woods, Inès Sastre, Kimi Räikkönen and David Coulthard. TAG Heuer's philosophy, like that of Formula 1, has always been driven by an obsessive quest for performance and style, and this is what gives them their inimitable status," says Jacques Villeneuve.

"For China, Japan and Brazil, the last 3 Grand Prix of the 2004 Formula 1 season, Jacques Villeneuve will wear TAG Heuer logos on his racing helmet", concludes Jean-Christophe Babin.

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#### Medieninhalte



*Comeback von Jacques Villeneuve mit TAG Heuer. Weiterer Text über ots. Die Verwendung dieses Bildes ist für redaktionelle Zwecke honorarfrei. Abdruck bitte unter Quellenangabe: "ots/TAGHeuer".*

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