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Tag Heuer is a Swiss luxury watch brand that introduced its first watch in the year 1860. It is since then that the motto of the Swiss watch making legend is â€˜Swiss Avant-Gardeâ€™. This brand is mainly popular for its engagement in the sports world. Tag Heuer watches that are created and are available in the market are incorporated with the most accurate measuring instruments and this has made them popular in the world of sports.

Heuer is even known to have first launched a wrist chronograph in the year 1914. The position of the crown was at 12 o'clock because the original wrist chronographs were adapted from the pocket chronographs. Heuer introduced the first stopwatch, Micrograph, in the market in the year 1916. The model was followed by another stopwatch Semikrograph, which offered 1/50th of a second calculation and split-second function. The function of split-second is to allow the user to find out the interval between two events or contestants. Today, the brand is said to be the first watch manufacturer to have mastered the chronographs with an unmatched accuracy of even 1/1,000th of a second, let be 1/10th and 1/100th of a second.

From Olympic Games in 1920s to Tag Heuer watches role as office timekeeper to even 1/10,000th of a second, the brand in a continuous quest for excellence, innovation, prestige and performance, aims ever higher as indicated by its six years partnership with Kimi RaÃ¯kkÃ¶nen, the driver of Scuderia Ferrari F1, of 2007 Formula 1 World Champion. Itâ€™s partnership with its two F1 ambassadors Heikki Kovalainen and Lewis Hamilton and Team Vodafone McLaren Mercedes in Formula 1 also proves the same. With Maria Sharapova, the tennis player; with Jeff Gordon, the Nascar idol; SÃ©bastien Bourdais, the F1 driver and Bollywood and Hollywood Icons Shah Rukh Khan and Brad Pitt, Tag Heuer epitomizes performance and prestige.

The Tag Heuer watches have their roots in the year 1860 when Edouard Heuer in St-Imier founded Uhrenmanufaktur Heuer AG. In 1887 Heuer patented oscillating pinion, which is still applied by the major watch manufacturers for mechanical wrist chronographs. In the year 2006, Professional Golf Watch from Tag Heuer, won a product design award in the lifestyle/leisure category. In the year 2007, the brand again won the same award for its unique timepiece Monaco Calibre 360 LS. The timepiece obtained the award in the same category as in 2006. It was a tough competition where there were about 2,2000 watches contending for the same lifestyle/leisure title. Two years before in 2010, Tag Heuer watchesâ€™ Carrera 1887 won La Petite Aiguille award. Apart from watches, the brand also manufactures quality mobile phones and glasses.

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