

Aigle, March 2011

**TOP RETAILERS FROM AUSTRALIA AND NEW ZEALAND
EXPERIENCE 100% ELECTRIC TESLA DRIVE "TAG HEUER STYLE"**

A team of 12 people from "Down Under" on their way back from BaselWorld launched the very first TAG Heuer Green Cars Challenge, a new incentive concept based on self - driven Tesla Roadsters, followed by an extensive TAG Heuer Factory Visit and lunch with Jack Heuer on March 30th.

6 teams of two - driver and co-driver - left La Chaux-de-Fonds after receiving a detailed briefing on local traffic regulation laws, on the use of the Tesla Roadster and of course, on the rules of the challenge itself: respect of traffic laws, respect of the Road Book itinerary but most importantly, an energetic challenge (on-board computer results) over the 211 kilometers driven.

Teams drove through scenic roads and typical Swiss villages to the mediaval towns of Morat and then Gruyères where they enjoyed a Fondue and received a debrief of morning performances and the provisional results. Lined up for the start of the 2nd part of the challenge (return to Neuchâtel via Avenches and its Roman Arena), the TAG Heuer Tesla Roadsters raised a lot of attention. Around 6:00pm, teams arrived at Hotel Le Palafitte where cars were plugged to recharge batteries and be ready for the next Challenge.

The TAG Heuer Tesla Roadsters were monitored all the way through by TAG Heuer Professional Timing, following the Challenge in real time on Google Earth thanks to a unique tracking device. Erik Comas, owner of TAG Heuer's new partner Green Cars and former Formula 1 driver (Ligier and Larrousse in the 90ies) handled the logistics, Tesla cars, Roadbook and briefing to perfection thanks to his long-time experience in historical and Alpine rallies.

Philip Richards, General Manager of LVMH W&J Australia says :
"The whole Green Cars Challenge was an amazing experience, driving 200 Kilometres through the Swiss countryside and over the mountain ranges was incredible. We especially enjoyed the Gruyeres castle where we stopped for a Swiss Fondue lunch while enjoying an amazing view! The whole Australian Team and our retailers have had an amazing experience. I was amazed at the power and handling of the Electric Tesla car, which is very engaging and responsive to drive. Now I really believe the end of the combustion engine is closer than I thought!"

Swiss tradition meets Innovation, Motor-Racing DNA meets Sustainable commitments... TAG Heuer has put together with Green Cars a unique responsible concept, allowing to drive the latest innovation in Sports Cars.

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