



Every Ferrari Formula 1 driver was presented the classy gold Carrera by Jack W.Heuer.

Golden Carrera



The name Carrera breathed the spirit of racing into the Heuer brand, its Spanish origins translating into 'competition at the highest level'. So if Autavia put Heuer on the motorsporting map, the Carrera laid the foundations for a relationship that has lasted half a century.

Arno Michael Haslinger

'As a young engineer entering the Heuer watch company in 1958, my first task was to evaluate our positioning in the marketplace. The result of my study was the development of a series of mechanical chronographs with new designs', says Jack W. Heuer.

In 1962 he was first to set the model name 'Autavia' above the Heuer logo on the dial, which was the start of the Heuer model named series.

'Autavia' comes from 'Auto-Aviation' and combines the two significant aspects of Heuer's business enterprise: the production of timekeeping devices for motorsports and cockpit instruments for civil and military aviation.

Early days

During the introduction of the Autavia, Jack W. Heuer decided to create a second chronograph line to enlarge the portfolio. Chronograph means literally 'time writer' from the Greek

'chronos' (*time*) and 'graphein' (*to write*). He stipulated that the new timepiece should be easy to read, anti-magnetic, shock and waterproof. Development started in 1963 and the Heuer 'Carrera' was launched to the public in early 1964.

Fitted with a stainless steel case, extremely elegant and very clear in its simplicity, the new Carrera came with black or white dials, with two (Carrera 45) or three (Carrera 12) sub registers powered by Valjoux 92 or 72 manual wind movements. The dial was three dimensional with raised numerals and recessed counters, the revolutionary outer 1/5-second bezel was angled and therefore had an enlarging effect. Tachymeter, decimetre and pulsometer tracks on the edge of the dial were the first variations in a very creative range of models.

Jack W. Heuer was inspired by Mexican racing driver Pedro Rodriguez, who had told him about the *Carrera Pan Americana*, the most dangerous car race of the 1950s. It

Carrera 45 black with extremely rare MG and drivers name printed on the dial.



Very early first production runs Carrera 45 with red tachymeter printing on the dial. Inner back case is signed ED.HEUER&CO.SA indicating production prior to the merger between Heuer-Leonidas in 1964.

ran from the Mexican border to Guatemala in the south, to Ciudad Juarez at the northern border to the USA. It was a terrific battle of man and machine over mountains, unpaved roads, and through the wide-open spaces of Mexico. The race also incorporated part of the newly built 'Pan-American Highway', which the Government of Mexico were happy to promote. An enormous range of temperatures and terrains challenged both drivers and their automobiles.

General Motors and Chrysler sent their Buicks and Plymouths to contend with the European competition from Porsche, Mercedes, Jaguar and MG; each chasing the prestige, fame and accolades that a victory would bring. It was a race between David and Goliath at the gates of the enormous American automobile market.

Since that time, Porsche has named its most innovative, fastest and successful racing models 'Carrera', and this link between watches and motorsports is remarkable.

The name 'Carrera' was simple, easy to pronounce and understood internationally, therefore ideal for future growth markets like North and South America. It sounded as proud as

the Corrida, while remaining exceptionally stylish and evoking the mythical imagery of adventure, danger and heroism.

The first Carreras, produced in 1964, can be easily identified by the ED.HEUER&CO.SA signature on the inner case back and movement. This changed after the merger with Leonidas to Heuer-Leonidas later in 1964. By 1965 all movements were signed HEUER-LEONIDAS SA. The very classy 18-carat gold version was only available with three registers and is a very rare find today.

The immediate success of the Carrera model line inspired Jack W. Heuer's creative spirit to new heights of innovation. In 1966 he presented the Carrera Date; a wristwatch, a stopwatch and a calendar all in one. On the first version the calendar date window was positioned under 12 o'clock with red numerals changing at midnight. This model lasted for just one year and was replaced by a version that featured the date at 9 o'clock. Both were powered by a Landeron 189 movement.

Highly desired are Carreras with time period promotional dial printings from Indianapolis Motor Speedway or the British sports car manufacturer MG, produced only in very limited numbers.



Valjoux 92 movement with coherent early ED.HEUER&CO.SA signature on the bridge.



Carrera 12 with so called 'Panda' dial, also the sister version black dial with white sub registers is very collectable and rare.



The Carrera 12 18 carat gold version is extremely rare, this one is new old stock.



Later Carrera 12 Valjoux 72 movement with HEUER-LEONIDAS.SA signature.

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New heights

In 1967 the most comprehensive and complicated manual wind Carrera model had a full calendar and received a newly designed thicker case to house the Valjoux 723 movement, with added complications. First an all white dial was available, followed by a contrasting black dial with white sub registers and then silver with black ones. These so called 'Panda' dials were also available with the Carrera 12 and 45 versions and demand a hefty price premium on today's collector market.

Like the Autavia, the Carrera earned an upgrade following the development of the so-called Calibre 11 'Chronomatic', developed through the combined efforts of Jack W. Heuer, Willy Breitling,

Hans Koch von Büren and Dubois-Depraz, a team that was later joined by Hamilton. The prototypes were named 'Chronomatic Heuer' and had the model name 'Carrera' placed just above the date window at 6 o'clock.

I have collected Heuers for over 12 years and in that time I have found only one Chronomatic Carrera, possibly the sole survivor.

The steel case increased in size according to the emerging trends of the early 1970s. Therefore it could easily house the new movement, without losing any of its classic Carrera elegance. The design of the dial with two contrasting 30 minutes and 12 hours sub registers, plus date feature, was well received by consumers and is even today state of the art.



The first version of the Carrera Dato with date wheel window under 12 o'clock was only produced for year. The Indianapolis Motor Speedway print on the silver starburst dial is extremely rare. I have only seen three IMS signed Carrera watches so far.



On the second version the date window was moved to 9 o'clock. This watch is new old stock and has the amazing contrasting dial with the Indianapolis Motor Speedway logo signature.



The complicated Carrera Calender is lacking the name Carrera on the dial as the space was needed for day and month windows.



Heuer made only very few watches with Chronomatic on the dial during the first introduction of the Autavia, Carrera and Monaco modellines.

In 1970 the movement vibration frequency was increased from 19800 to 21600, resulting in Calibre 11 becoming Calibre 12. A further variation was the Carrera with Calibre 15, which featured a permanent slim second hand instead of the 12 hours register. Influenced by the trend for bigger watches, a new Carrera model with an enlarged cushion shaped steel case was added to the portfolio in 1974, incorporating a beautiful dial with special grinding. The classic Carrera was produced parallel until the late 70s. TAG Heuer was very savvy in reintroducing historically significant watches in their 'Classic Line'. The Carrera range with its top model 'Grand Carrera' is a major contributor to TAG Heuer's success story.

Jack W. Heuer finds new possibilities for direct sponsoring in motorsports: From 1962 to 1965 he lent the SCCA ("Sports Car Club of America") timekeeping chronographs to track time during the 12-hour races in Sebring.

This was the beginning of the practice of providing timekeeping instruments and materials in return for the placement of logo as a form of sponsoring on the racecars.

First he signed a contract with the Swiss race driver and Porsche dealer Jo Siffert in 1969 and next Heuer supported BRM, March, McLaren and other racing teams. But the greatest breakthrough was Heuer's cooperation with the Scuderia Ferrari from 1971-1979.

One horse race

Contracted by Ferrari, the company had to achieve a demanding level of timekeeping accuracy, and in return Ferrari would place the Heuer logo in an highly visible location on the front of their race cars, both Formula One and Endurance. In addition Heuer was contracted to pay every Ferrari Formula One driver 50,000 Swiss francs in return for wearing the Heuer logo at shoulder-height



Second-generation dial with Carrera written on top of Heuer logo and Automatic Chronograph above the date window powered by the Heuer caliber 12 movement.



The bigger cushion shaped Carrera case with the beautiful reflective triband dial.

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on their racing suits. In other words, every single Formula One race car driver of Scuderia Ferrari, without exception, wore the Heuer logo from 1971 to 1979.

Jack W. Heuer has two favourite watches, the recent TAG Heuer 'Grand Carrera' and the vintage gold Carrera automatic chronograph from the early 1970s, which he presented to every Formula One driver of the Scuderia Ferrari during the partnership. These watches had the names, dates and blood-types of the individual drivers engraved on the backs. He said: 'These watches have a deep emotional meaning for me, because we lost drivers to racing accidents'.

The 7th of September 1975 was a cloudy but warm day in Monza. At the Italian Grand Prix, 200,000 spectators celebrated Clay Regazzoni crossing the finish line after 52 laps in first position with a thunderous applause. The hero of the day,

however, was Austrian Niki Lauda, Clay's Ferrari teammate, who came third and won the Formula One championship.

Eleven long years had passed since John Surtees had secured the last title for the Scuderia Ferrari in 1964. For Heuer, the main sponsor, this was an enormously important achievement, as the Heuer logo was positioned so prominently and in large letters on the front of the Ferrari's chassis.

This result was a confirmation of Jack W. Heuer's motorsports strategy. He was so enthusiastic that he created a new model line in honour of this special event called Heuer Monza. Interestingly the case design was inspired by the classic Carrera form, available only with unique chrome and newly styled black anodized case in limited series.

However that is another story... ☺



Carrera with small permanent second hand at 10 o'clock powered by the Heuer caliber 15 movement.