

'BECAUSE TIME IS PRECIOUS'

# chrono

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## THE MADNESS OF MAX BUSSE & FRIENDS

Outrageous watches  
from the world's most  
creative watchmakers

### BREMONT

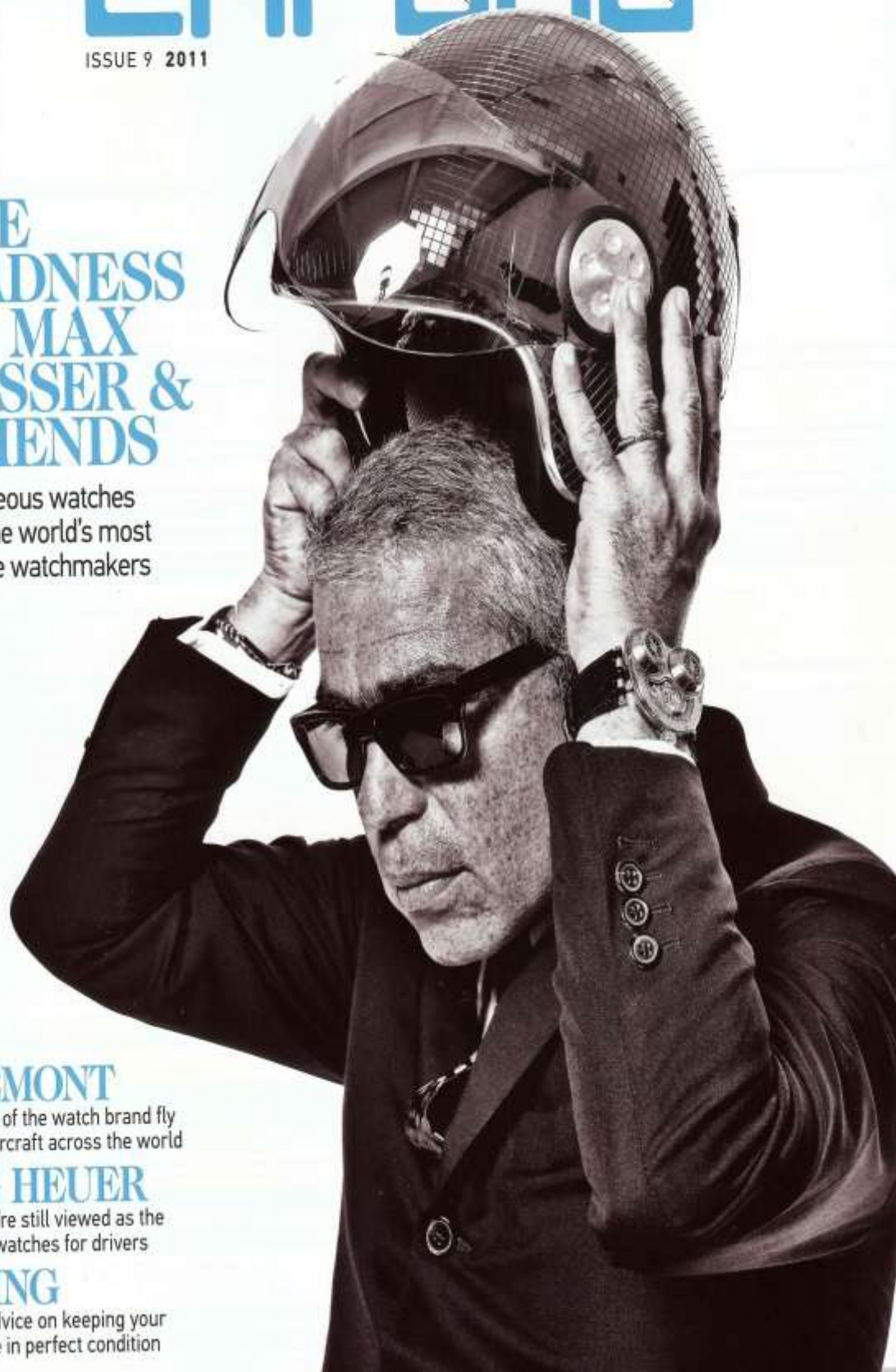
Founders of the watch brand fly  
vintage aircraft across the world

### TAG HEUER

Why they're still viewed as the  
ultimate watches for drivers

### FIXING

Expert advice on keeping your  
timepiece in perfect condition





# 'LIVE YOUR PASSION'

Strengthening its presence by backing high-profile motoring events, Frédérique Constant's slogan chimes well with the sentiments of most classic drivers

WORDS: Simon de Burton

**M**aker of sensibly-priced watches, Frédérique Constant has spent the past year strengthening its presence in the UK and has upped its sponsorship game by backing some major classic events as official timekeeper: the Peking to Paris and July's 25th Grand Tour, in which an impressive turnout of motors travelled from London to Barcelona – among them *Octane's* international editor Robert Coucher's venerable XK140.

The prize for the winners of the special Frédérique Constant leg from London to Dover was a Maxime Manufacture watch, while the overall victors received watches from the Vintage Racing collection launched this year. Frédérique Constant's slogan 'Live Your Passion' chimes well with the sentiments of most classic drivers (and with *Octane's* 'Fuel your Passion' strap line, too, as it happens) and the brand has accordingly

attracted lots of followers from the old-car world, not least in Austin-Healey circles thanks to the 'official' A-H watches among its line-up.

The latest news is that FC is to be an official sponsor of October's edition of the legendary Carrera PanAmericana road race, the crackpot chase across Mexico that was reborn in 1988 after a 33-year hiatus. No doubt it will produce a rather special watch to mark the occasion but, for the time being, we can be content with the models from its Vintage Racing collection, aimed fairly and squarely at driving enthusiasts.

It comprises a range of 43mm chronographs available in three different dial configurations, all powered by the brand's self-winding FC-396 calibre movement. Fans – and survivors of – the Peking to Paris will appreciate a special edition of the watch (limited to 1888 pieces) that has a winding rotor engraved with the event logo. Prices start from £2280.

[www.frederique-constant.com](http://www.frederique-constant.com)

**'Frédérique Constant is to be an official sponsor of the Carrera PanAmericana, the chase across Mexico'**

**Above & below**  
Vintage Racing collection of 43mm chronographs; Coucher's XK, Ferrari and Morgans Barcelona-bound.

