**SPECIAL TAG HEUER EXHIBITION WITH PATRICK DEMPSEY AND JEAN-CLAUDE BIVER**

SHOWS: GENEVA, SWITZERLAND (MARCH 2, 2016) (GENEVA INTERNATIONAL MOTOR SHOW-ACCESS ALL)

1. TAG HEUER EXHIBITION
2. VARIOUS OF TAG HEUER PRESS CONFERENSCE IN PROGRESS
3. PATRICK DEMPSEY SPEAKING DURING PRESS CONFERENCE
4. (SOUNDBITE) (English) PATRICK DEMPSEY, AMERICAN ACTOR AND RACE CAR DRIVER, SAYING:

“It’s a whole new year so you don’t know what to expect. We achieved all of our goals for the most part. Me personally and as the team and the Porsche in overall. So we have a lot we have to work towards going into this year. A lot to live up to and that’s very exciting.”

1. VARIOUS OF PROTON RACING PORSCHE 911 RSR
2. MORE OF RACE CARS ON DISPLAY
3. (SOUNDBITE) (English) JEAN-CLAUDE BIVER, CEO OF TAG HEUER, SAYING:

“We have been part of the motorsport since 1969, when we started with Ferrari. We’ve been in Formula 1 since ever, 1969. Belonging to motorsports, why shouldn’t we be at an exhibition of cars.”

1. VARIOUS OF TAG HEUER CAR EXHIBITION
2. SHOT OF REDBULL TAG HEUER RACING CAR
3. VARIOUS OF REDBULL OF TAG HEUER RACING CAR
4. (SOUNDBITE) (English) JEAN-CLAUDE BIVER, CEO OF TAG HEUER, SAYING:

“Eventually, the best choice would even be to be associate as an engine sponsor and for that reason we took the engine sponsor, so a big difference we had with McLaren. With McLaren we were very good but a normal sponsor, here we are an exceptional sponsor, we have an exceptional place and we are even in the naming of the team.”

1. VARIOUS OF RENAULT-TAG HEUER F1 ENGINE
2. (SOUNDBITE) (English) JACK HEUER, HONORARY CHAIRMAN OF TAG HEUER, SAYING:

“It’s in the natural evolution of the brand that get’s bigger, has more means and wants to stay with the image of the motorsports.”

1. MORE OF REDBULL OF TAG HEUER RACING CAR
2. (SOUNDBITE) (English) JEAN-CLAUDE BIVER, CEO OF TAG HEUER, SAYING:

“McLaren is a great brand, they do great cars, they do great Formula 1 cars, great GT car. Why did we stop? The contract was going to end, so instead of renewing with McLaren, we believed that a disruptive brand like Red Bull could be more adapted to the new and young consumers we are targeting.”

1. VARIOUS OF MEN DRIVING CAR SIMULATOR

SCRIPT:

For the second year running TAG Heuer prepared a special exhibition at the Geneva Motor Show. The Swiss watchmaker showcasing its close links with the world of motor racing, invited famous actor and a race driver Patrick Dempsey to a scheduled media frenzy gathering on Wednesday (March 2).

Dempsey had his best year yet in racing in 2015, scoring his first ever career win in the FIA World Endurance Championship in Suzuka and finishing second at the 24 Hours of Le Mans.

“We achieved all of our goals for the most part. Me personally and as the team and the Porsche in overall. So we have a lot we have to work towards going into this year. A lot to live up to and that’s very exciting,” the 50-year-old American said.

Apart from Dempsey’s-Proton Racing Porsche 911 RSR, TAG Heuer decided to display different racecars that show their deep historical involvement in the motorsport.

Jean-Claud Biver, TAG Heuer chief executive said being present at the motor show was something completely natural to them.

“We have been part of the motorsport since 1969, when we started with Ferrari. We’ve been in Formula 1 since ever, 1969. Belonging to motorsports, why shouldn’t we be at an exhibition of cars.”

Tag Heuer also brought to an end its 30-year association with McLaren ahead of the 2016 Formula One season, and switched to rival Red Bull, who will continue to use Renault engines, but with the power unit branded TAG Heuer. Their 2016 car will thus be known as the Red Bull Racing-TAG Heuer RB12.

“Eventually, the best choice would even be to be associate as an engine sponsor and for that reason we took the engine sponsor, so a big difference we had with McLaren. With McLaren we were very good but a normal sponsor, here we are an exceptional sponsor, we have an exceptional place and we are even in the naming of the team,” explained Biver.

TAG Heuer has featured on McLaren team's cars since 1985. But in a major coup, the iconic watch brand has decided to join forces with Red Bull who has amassed 4 Double World Champion titles (FIA Constructors and Drivers) in 2010, 2011, 2012 and 2013.

Biver said, it was Red Bull Racing's unorthodox approach to the sport which appealed to them, one which is perfectly in line with their new marketing strategy.

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The Formula one season kicks-off in Australia on March 20.