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SPECIALISTS

DEPARTMENT

Daryn Schnipper
Senior Vice President
Chairman Emeritus
International Watch Division
+1 212 606 7184
daryn.schnipper@sothebys.com

Geoff Hess
Senior Vice President
Global Head of Watches
Watches & Clocks
+1 212 606 7184
geoff.hess@sothebys.com

Richard Lopez
Senior Vice President
Senior Specialist
+1 212 606 7184
richard.lopez@sothebys.com

Jonathon Burford
Senior Vice President
Senior Specialist Watches & Head of
Business, West Coast Luxury
+1 310 786 1895
jonathon.burford@sothebys.com

Leigh Safar
Senior Vice President
Global Head of Important
Collections, Watches
+1 516 639 7075
leigh.zagoory@sothebys.com

Vincent Brasesco
Vice President
Director of Digital Strategy
+1 212 606 7184
vincent.brasesco@sothebys.com

Christina Bohn
Associate Specialist
+1 212 606 7184
christina.bohn@sothebys.com

Daniel Tanenbaum
Associate Cataloguer
+1 212 606 7184
daniel.tanenbaum@sothebys.com

Nina Hsu
Cataloguer
Watches & Clocks
+1 212 606 7184
nina.hsu@sothebys.com

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ENQUIRIES

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PRE-SALE COORDINATOR

Emma Shields
emma.shields@sothebys.com
+1 212 894 1391

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For payment, delivery and collection

Haley Conde
haley.conde@sothebys.com
+1 212 606 7444
uspostsaleservices@sothebys.com



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Lot 122

SPEED.

It's a funny thing, a sensation really. A sensation so addictive that many men have dedicated their lives to the pursuit of it, but there is an honor roll of those whose names are synonymous with it. Ferrari, Fangio, Andretti, Moss, Regazzoni, McLaren – but today we honor another name among their ranks. Heuer.

Heuer made its first dashboard timer in 1911, which started it down a path that would see the name become synonymous with automobile racing in the 20th Century. The first Autavia – and amalgam of the words 'AUTOmobile' and 'AVIAtion' – became not only just its flagship dashboard chronograph, but in 1962 became its flagship wrist-chronograph with the launch of the reference 2446. Around the same time, Jack Heuer becomes the majority shareholder – and Jack knew that like the automobile industry if you win on Sunday, you sell on Monday. Jack takes the US market by storm, first with the Carrera in 1963, but it's his relationship building with the likes of Jo Siffert that catapults the brand onto the wrists of racing drivers everywhere. While Jo was selling watches in the pit lanes, Jack was striking deals with F1 teams to have the Heuer logo on their racing cars, and on their racing suits. Jack was also able to acquire the company Leonidas which made Heuer one of the largest suppliers of timing equipment in the world – quite useful for a company so tied to motorsport. Photos from the era show Jack Heuer trackside constantly, and with Jo Siffert, Niki Lauda, Clay Regazzoni, and of course – Enzo Ferrari – whom he struck his own formal partnership with in 1971.

With Heuer being so closely tied to motorsport, it should come as no surprise that when Steve McQueen was asked to select a watch off the table from a pile of chronographs, he chose the Heuer Monaco. Afterall, it was the brand that Derek Bell and Jo Siffert both wore. It was the authentic choice for a racing driver in a racing car. While Jack Heuer knew the power of celebrity – McQueen's wearing of the Monaco proved it to be true. While the Monaco was released in 1969 – it was not until its association with McQueen and Le Mans cemented its status in popular culture. The now iconic image of him wearing the timepiece, Heuer patch on his racing suit, as he waves to the grandstands from the racetrack.

While we live today in a world of brand ambassadors and manufactured histories, there is nothing artificial here. The link between Heuer and motorsport is as real as the feats these men accomplished behind the wheel of the 20th century's most impressive sports cars. We at Sotheby's invite you to celebrate the golden age of motorsport, and the racers who made it possible – with the watches that they wore. This is Heuer Champions.



Lot 128 (Photo by Bernard Cahier/Getty Images)

HEUER

Miniature F1 Niki Lauda Cavallino
Helmet Clock, Circa 1977

\$ 1,000-2,000

As the celebrity status of drivers continued to elevate, the following each of them acquired only increased. By the late 1970s Heuer had built close relationships with many of the top pilots through their sponsorship of teams and individuals, resulting in an amazing lineup of talent.

Jack Heuer saw the potential of leveraging the great names as early as 1973 when he would launched the Easy Rider collection, featuring models named after the young Belgian racing driver, who was driving for Ferrari. While the Easy Rider was not the success it was expected to be, its packaging in the form of a driver's helmet provided the inspiration for something outside of watches: the Cavallino helmet clock.

Taking its name from the nickname for the Ferrari logo, the "Cavallino Rampante" or prancing horse in English, the clock's design was a success appearing on desks and bedside tables (it had a built in alarm function) of racing fans everywhere. The first design to launch was that of Jacky Ickx, who was paid a small royalty for each one sold, and as soon as others drivers saw them, they all wanted one.

James Hunt, Clay Regazzoni, Niki Lauda and even the Venezuelan motorcycle racer Johnny Cecotto all had their own designs, which would become a symbol of success. Once you had your own Heuer helmet clock, you had really made it.



Niki Lauda poses alongside the full
suite of Heuer Cavallino clocks



HEUER

Reference 11.401 1/5th Split
Seconds Stopwatch | A
stainless-steel split-seconds
chronograph stopwatch with
casing, Circa 1968

\$ 1,000-2,000

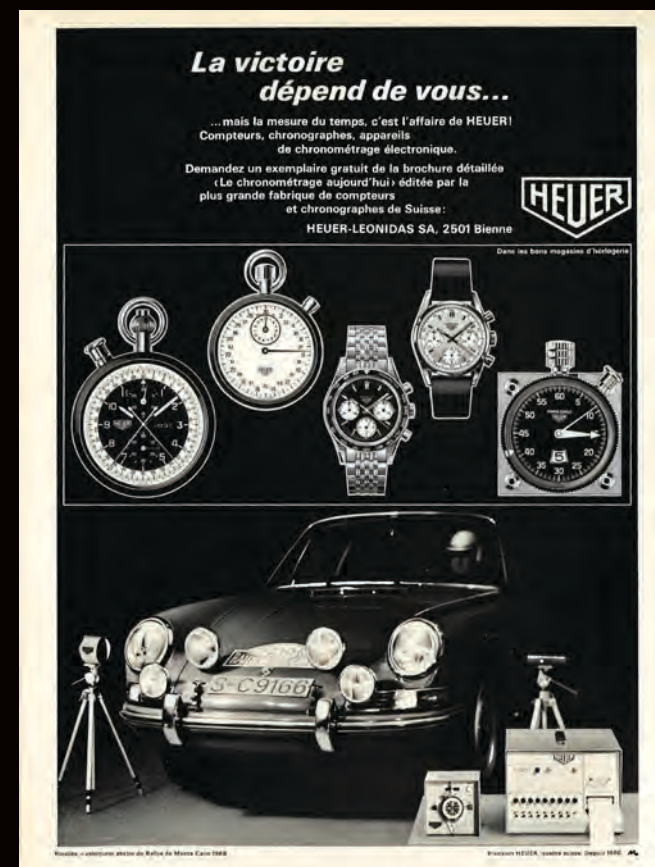


Heuer would become the world leader in timekeeping equipment in 1964 when the company merged with one of its competitors, Leonidas. It would be an exciting time for the industry as electronic devices were offering new levels of accuracy and in fact it would be Heuer who would debut the first device capable of 1/1000th of a second accuracy in 1966, called the Microtimer.

While the looming threat of what quartz might mean for mechanical watches had not come into view yet, these two different sectors happily co-existed. For Heuer this meant continued investment in the mechanical stopwatches, and in 1968 the company would present what would be the ultimate example of the philosophy, the reference 11.401.

With 1/5th of a second precision, a split-second complication, time-telling function and a lightweight aluminum case in the new "Century" design language, the model was not only a beautiful thing to hold, but an incredible piece of equipment to use. Together with its 1/10th second sibling the reference 11.402, these two stopwatches would become firm fixtures of the pit lane and even Jean Campiche would use one as a backup to the Le Mans Centigraph during F1 weekends timing for Ferrari.

Quartz would soon take the mantle for accuracy and reliability with Heuer themselves debuting famed models such as the Microsplit just a few years later, but now when we look back it is clear that models such as the 11.401, often in their distinctive red casing, were the true pinnacle of mechanical timekeeping devices.



Heuer Advertisement from a
Porsche Magazine Circa 1968

HEUER

Split-Seconds Stopwatches | A matching pair of split-seconds stainless steel stopwatch in red Heuer branded housings, Circa 1950s

\$ 5,000-10,000

As long as competitors have been racing – whether on foot, on horses, in cars, boats or planes -- they have needed timepieces to measure the time differential between them. Lap after lap, race cars pass the start / finish line, and team members and race officials determine whether the gap between them is increasing or decreasing.

In the time-speed-distance (TDS) rally, the participants face a similar challenge, needing to determine the differential between the arrival time specified for a particular checkpoint, and the actual arrival time for the car, with points assessed based on the differentials.

The split-second (rattrapante) chronograph is the essential timepiece to address these challenges. In addition to indicating the time-of-day in a highly-legible clock, by incorporating two thin second hands superimposed, one above the other, the team member or race official is able to determine the time differential between two events.

Commencing in the late 1880s and continuing for almost 100 years, Heuer offered split-second chronographs for competitors. The highly-complex movements earned them the title, “the queen of complications” for chronographs, and they were always the most expensive timepieces in the Heuer catalog. These were handheld instruments, with Heuer suggesting that wrist chronographs would be too small to provide accurate information, especially in racing condition.

With sports car rallies becoming popular in the 1950s, Heuer designed a new type of leather-covered case for its split-second chronographs. Officials or competitors would set the time, start the chronograph and then place the timepiece into the hinged holder. The split-second hand could be operated by the pusher that extended above the left side of the timepiece, while a pin on the right side locked the case, ensuring that the time-of-day and chronograph could not be changed, whether by accident or in an effort to tamper with the timekeeping.

In the 1960s, Heuer offered a program under which it rented these timers to sports car clubs, ensuring that the club would always have state-of-the-art equipment. This contributed to these timepieces becoming de facto standard equipment for both amateur and professional rallies in this decade.



Heuer Catalog Circa 1960



HEUER

Master Time & Monte Carlo | A composite pair of matched dash board mounted rally timers, Circa 1978

\$ 2,000-4,000

By the late 1970s the Heuer dashboard timer collection substituted their metal cases for a composite plastic which was becoming increasingly popular in the industry. Heuer had experimented with polymers for packaging and the Easy Rider model launched in the early part of the decade, but it was the dashtimers that made the first wholesale shift to the new material.

Replacing the fixing screws with a bayonet mount was a smart design addition, meaning that in open top cars or in aircraft that were not so easy to securely lock, the valuable navigation devices could quickly be removed and stored somewhere safe.

The all black aesthetic also lent the models a military air, further added to by the fact that some versions were issued by the British forces. Today the design language resonates perfectly with the ever popular G-body models of the 911, and offer a more accessible price point compared to the earlier versions.

The challenge is finding a set which is well matched and in good condition, as the plastic can become brittle when exposed to UV light and does pick up markets when not handled carefully. The pair presented here are superbly presented and would make a fitting addition to a whole host of sports cars, bringing the motorsport credibility of Heuer to every drive.



HEUER

Super Autavia | A stainless steel dashboard mounted chronograph, Circa 1968

\$ 3,000-6,000

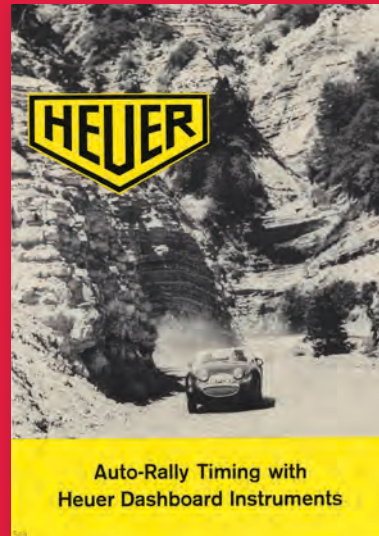
When the original Heuer Autavia dashboard chronograph was launched in 1933 it represented something of a revolution in timekeeping, allowing for the recorded hours, minutes and second to be easily read on separate counters, whether it was in the cockpit of a car or an aircraft.

When its successor, the Super Autavia debuted in 1958, it took the great original formula of the collection and upgraded it with some impressive new features. By adding the time telling function to the chronograph, the Super Autavia presented an ideal compliment to the legendary Rally Master allowing for both displays to be housed in one device, versus the Rally Master which utilised the double counters.

With the introduction of red accents it was easy to identify the most important functions and a new pronounced rehaut connected to the rotating bezel allowed for elapsed hours or even a second time timezone to be tracked. Liberal application of luminous material to the numerals of the dial and the hands allowed for clear visibility at night, making the function of the Super Autavia undisputed at all hours of the day or night.

This example dates from the later part of production, easily identifiable by its wider hands, represents the final execution of the only dashboard timer from Heuer that combines times and chronograph, which deserves to be mounted in one of the many iconic sports car of the 1960s where it would be most at home.

Heuer Auto-Rally
Catalog Circa 1950s



HEUER

Rally Master Dashboard Set, Monte-Carlo & Master-Time |
A pair of dashboard mounted timers, Circa 1960

\$ 5,000-10,000

Heuer Rally-Master
Advertisements for the
American Market Circa 1960s.



There are few collections that tell the history of Heuer in a more succinct way than the Rally Master. In 1911 the company would present the world's first dashboard timer, the Time of Trip, that would find applications in aviation and motoring. In 1933 the Autavia would arrive with more compact dimensions allowing for an even broader array of applications.

Then in 1958 the selection of dashboard timers would take a step forward with the presentation of the Master Time 8-day clock and the Auto-Rallye chronograph. By separating the time and recording functions onto two separate dials, it dramatically improved the readability of the two distinct pieces of information. Furthermore the Auto-Rallye had two center recording hands for seconds and minutes, meaning no need for trying to decipher small subsidiary dials in a car at high speed.

The Auto-Rallye would evolve into the fittingly named Monte-Carlo, which added an innovative hour counter that was displayed in a window on the dial, thanks to a module developed by Dubois-Depraz. The combination of the Master-Time and Monte-Carlo would quickly become the de facto choice for rally cars, making notable appearances in a whole host of cars including the 1965 Porsche 911 driven by Herbert Linge and Peter Falk in the Monte Carlo Rally that year.

Today the Rally Master represents the ultimate cockpit accessory, whether it is Ferrari, Lamborghini, Porsche or even Mini, a whole honest of marques have been offered with the sets, but it is particularly the sports cars from Stuttgart which have become most well known for featuring the Heuer timers. No 911 can really be considered complete without them...

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HEUER

Sebring, Master-Time, and Monte-Carlo | A trio of dashboard mounted timers combining two dashboard chronographs and clock, Circa 1965

\$ 7,000-15,000



While the Super Autavia and Rally Master did good duty as dashboard mounted chronographs for many, there were times when more times had to be tracked and recorded. For those with such a need Heuer offered triple and quadruple plates to mount as many timers as required in any configuration that was convenient.

Where it was four Master Time clocks to track different timezones on an office design, three Monte Carlo timers to track splits at a track for different drivers, all were possible. One of the most popular lineups, as featured in the Heuer advertisements of the period was a central Master Time clock to follow overall time, flanked by two chronographs.

Early on this would have been the Auto-Rallye, but as the Monte-Carlo and Sebring models became available, these proved to be ideal configurations. As composed here, the set can track three times, thanks to the split-second function of the Sebring, meaning it could be used on the pit wall, or in-car to track stage or sector times.

When combined with a Haldex tribometer and a Curta "pepper grinder" mechanical calculator navigators in rally cars could complete time/speed/distance calculations, vital information on regularity events where the times are checkpoints had to be carefully tracked. With the rise in popularity of such events today, from the revivals of legendary courses such as Tour Auto and the Targa Florio, to more modern events, the triple set of timers represents perhaps the ultimate configuration for in car timing.



Heuer advertising "The New" Heuer Rally Timing System Circa 1965

98

HEUER

Multisequence Timing Board | A trio of timing board mounted stop watches with stainless steel reset levers, Circa 1965

\$ 2,000-3,000

During the halcyon days at the pinnacle of mechanical timekeeping in the 1960s, just before the tidal wave of electronic options would sweep over, the timing board seen here would be as vital a piece of equipment in the pit lane as a wheel gun or a helmet.

While timing data was provided by the circuit, it was often very delayed as had to make its way from the stopwatch of the club amateurs who were engaged by the promoters at the circuit, to the boards placed on the start finish straight. The level of accuracy was debatable as, not only were those tracking the times often not experienced in using a stopwatch to 1/10th of a second let alone 1/100th, there were often errors in the transcription of the data on to sheets, and sometimes even the counting of laps by drivers.

As a result it was expected for all teams to engage someone who was experienced with a stopwatch to track their own times and those of their rivals. By using a board such as the one shown here, successive laps could be tracked with a simple pull of the lever stopping one counter, starting the next, and resetting the third to ensure that all figures could be recorded in a timely fashion without risk of mis-reading the time.

Today these timing boards represent artefacts from a bygone era in motorsport, but would make for an exceptional cool addition to the team toolkit at Rennsport Reunion or Goodwood Revival, teaching a new generation the importance of accurate, independent timekeeping.



Heuer Multisequence Timing Board in-use by the Tyrell Racing Team circa 1960s



99

HEUER

Reference 73321 | A stainless steel chronograph wristwatch, Circa 1970

\$ 2,000-4,000

Throughout the 1960s and 1970s Heuer complemented its main portfolio of celebrated chronographs with a number of different series of more affordable watches. Among them, the 73321 is probably the most well known thanks to the number of attractive combinations it was offered in and its striking resemblance to the Carrera.

Debuted around 1968 and powered by the venerable Valjoux 7733, the Reference 73321 was offered in a variety of configurations including pure silver, panda and reverse panda like the watch shown here. These models offer many of the attributes that make Heuer, and particularly the Carrera and Autavia lines so desirable, such as the strong design codes, excellent readability and robustness that a racing driver would demand, but often at a fraction of the price.

As a result they represent a perfect distillation of the iconic watches of the brand for those looking to take their first steps into the world of vintage racing chronographs.



100

HEUER

Reference Auto Graphe | A stainless steel chronograph with separate speed or time indicator retailed by Abercrombie & Fitch, Circa 1953

\$ 8,000-16,000

Billing itself as “The Greatest Sporting Goods Store in the World”, in the mid-20th century, Abercrombie & Fitch was the “destination” retailer for adventurers who wanted to be outfitted with the very best gear. Pilots and sailors, climbers and hunters, all made their way to Abercrombie & Fitch’s 12-story building at Madison Avenue and East 45th Street in New York City. Others having to settle for mail or telephone orders through their famous catalogs.

Abercrombie & Fitch always offered top quality watches and chronographs, and with the increasing popularity of motoring in the 1950s, it didn’t take long for Heuer and Abercrombie & Fitch to develop a special one “Especially for motorists”. The Abercrombie & Fitch Auto-Graph.

Here driver or navigator used a pusher on the left side of the case to move an “extra” hand to rest on the desired speed (for example, 66 miles per hour). The chronograph would then be started at zero, and stopped when the car passed the mile marker, allowing the user to determine whether the pace was too fast, too slow or just right. In our example, if the car passes the marker in 54.5 seconds, then the car is running at the desired 66 MPH.

The present watch is a first-execution Auto-Graph chronograph, produced only in 1953, and is distinguished by its over-sized recorders and large gold-painted Arabic numerals, both features designed to deliver optimal legibility during the rigors of racing or rallying.

Fewer than five of these first execution Auto-Graph chronographs are known to Heuer community.

101

HEUER

Reference 3646 Autavia | A dual register stainless steel chronograph wrist watch with oversized sub-registers, Circa 1964

\$ 10,000-20,000

As the Autavia collection evolved and the successive design changes were made in quick succession, a few variants came and went before the clearly refined form of what became known as the “Rindt” or 3rd Execution to collectors was settled on.

Just before, there was a brief run, around 1964 or 1965, when the subsidiary dials of the 1st execution were reduced in size, applied markers were fitted, with small luminous plots in tritium added at the tip. But the alpha hands, distinctive bezel, and strong case proportions remained.

These have become known as the 2nd execution to collectors and represent a unique design language that bridges the aesthetics of the early

chronograph watches from Heuer with the modernist design language that arrived in full force with the Carrera in 1963 and would then find its way into other collections.

While Heuer chronographs of the era are defined by the three-register versions powered by the Valjoux 72, the two-register Valjoux 92 watches have a charm and a balance that cannot be denied. Providing symmetry and negative space on the lower half of the dial, they further increase the clarity of the design and minimalist ambitions, while still ensuring excellent functionality, particularly on those pieces with a 45-minute register. The 3646 Autavia would become the preferred watch of Mario Andretti, and also act as the basis for the celebrated, and incredibly rare, Indianapolis 500 models.





Period Advertisements announcing the all-new Autavia Chronographs circa 1962.



102

HEUER

Reference 2446 Autavia | A triple register stainless steel chronograph wrist watch with oversized sub-registers, Circa 1963

\$ 20,000-40,000

One of the great legends from the history of vintage Heuer and its incredible collections is the reference 2446 Autavia, so-called “1st execution” or “Big Subs” by collectors. When the milestone model line was launched in 1962, it went through a number of iterations fairly rapidly, some for design reasons and others out of necessity.

With a transition from radium luminous material to tritium, a change in the profiling of the case to make it more refined and various versions of the dial design including the addition of a tachymeter scale towards the end of production of the first series, there are a wealth of different versions that collectors have pored over and studied over the years.

But it is the very beginning of the story which has fascinated enthusiasts the most, and as a result seen the very highest prices paid. With its distinctive oversized subsidiary dials, radium lume which ages to a handsome warm tone over more than 60 years, pronounced teeth on the rotating bezel and robust case proportions, the utilitarian nature of the model line cannot be mistaken.

The 1st execution is the model that launched the celebrated Autavia, resulting in later models finding their ways onto the wrists of Jochen Rindt, Mario Andretti, Jo Siffert and Derek Bell among many others. It is understandable how it became the quintessential chronograph of racing drivers given the exceptional traits of the perfect legible chronograph in high speed environments.

With the short production run for the very first pieces they are already incredibly rare. Add to that the dial degradation they can suffer due to the radium material and the risk of humidity over the years, and you further reduce the number of great examples that have survived. So, to find one of the greatest sports chronographs of all time, ranking up there with the double Swiss underline Rolex Daytona, and the reference 2915 Omega Speedmaster, that is in a strong state of preservation, represents a special opportunity not to be missed.

103

HEUER

Reference 2547 Carrera 'Dato' | A stainless steel triple calendar chronograph wristwatch, Circa 1964

\$ 8,000-16,000

The success of the Carrera following its launch in 1963 meant that the name of the collection had a superpower that Heuer wanted to leverage. Taking inspiration from the legendary Carrera Panamericana road race that ran from 1950 to 1954, initially as a tourist promotion by the Mexican government before evolving into one of the most demanding and deadly events of the era, the name would have a magnetic quality due to its authentic connection to motorsport.

Jack Heuer had heard the name when attending the 12 Hours of Sebring in 1962 and met the parents of Pedro and Riccardo Rodriguez in the pits of Luigi Chinetti's North American Racing Team. The Rodriguez parents regaled Jack with tales of bravery and fortitude by drivers and cars that he immediately fell in love with. Further enhancing the name in Jack's mind was the universal nature of Carrera: easily pronounceable in many languages and with secondary meanings connected to one's path in life and of course the race track.

Such a great name could be utilized to add appeal to existing models, case in point the reference 2547 Dato 12. Heuer had offered triple calendar chronographs in the catalog from the 1940s and represented the most complicated watches from the company. As the design evolved, the case form would change and the design aesthetics would be modernized but it would continue to retail the same traits that were not in line with the standard Carrera including a snap on case back, lack of peaked lugs and no tension ring low the crystal.

Still the dials would acquire the modern typography and eventually the panda and reverse panda configuration that made it look to most people very much like Heuer's elegant sporting chronograph, further reinforced by the complicated movement inside. As a result it would be presented in the catalog with the Carrera name, showing the power of strong collection positioning, particularly for a brand synonymous with motorsport.

Today these complicated Carrera models are seen by some collectors as the pinnacle of watchmaking for Heuer in the 1960s and have developed a cult following. While the silvered dials are more common, it is the panda and reverse panda configurations, such as the example shown here which are particularly desirable and are rarely seen in the market.



104

HEUER

Reference 7754 Skipper 'Skipperrera' | A stainless steel chronograph wristwatch with regatta timer, Circa 1968

\$ 30,000-60,000

It may seem strange to be featuring a chronograph born for sailing among watches and instruments utilised in motorsport but the Heuer Skipper has a unique connection to the world of Formula 1 involving one of the most celebrated team principals and engineering the sport has ever seen.

Launched in 1968 the reference 7754 Skipper was produced in extremely limited quantities, perhaps just a few hundred watches, to celebrate the victory of the Intrepid, the US entry into the America's Cup in 1967. Helmed by the celebrated yachtsman Bus Mosbacher, the crew had utilised Heuer timekeeping equipment during the race and through the associate the company decided to launch a new model around the universe of sailing.

What made the Skipper stand out was the incredible dial colours: a deep blue background taking inspiration from the churning ocean with a sun ray brushed finish to give it a vibrant iridescence, a distinctive teal colour to the subsidiary dials, taken from the deck of the Intrepid, for which the shade had been chosen for its anti-reflective qualities, and the red and green of the regatta flags as a reminder of the application for the unusual 15-minute counter.

Given the rarity of the watches, particularly in good condition given that a number were used by sailors and have seen some dial corrosion from water ingress, the Skipper reference 7754 has become a

cult collectors item and one of the Heuer Holy Grails for many, seeing a significant appreciation in pricing over the years.

What connected the Skipper to the world of motorsport is a series of images taken of the Colin Chapman, the founder of Lotus and an exceptional engineer, during 1970. He is seen with Jochen Rindt, another known Heuer wearer, and on Chapman's wrist is the unmistakable colours of the reference 7754. With a known affinity for boats, he would establish his own boatbuilder in 1971 called Moonraker, perhaps Chapman was signalling his love for the ocean while in the paddock. Whatever the case it has resulted in another desirable dimension being added to an already rare watch.



105

HEUER

Reference 7220T Camaro | A triple register stainless steel chronograph wristwatch, Circa 1972

\$ 5,000-10,000

When the Camaro was introduced in 1968 it was clear how important the US market was becoming to Heuer. From the moment that Jack had his first responsibility in the country when he joined the family business in 1958, and as the post-war economy grew in the country, more and more people had the dispensable income to purchase items such as fine Swiss watches.

Jack had clearly identified enthusiasts of motor racing as a great target market for Heuer and engaged advertising agencies to build campaigns to support this. Furthermore he had brokered deals to provide timing equipment to the Sports Car Club of America so that the company has a presence at many races. This would be how Jack found himself at Sebring in 1962, meeting the parents of the Rodriguez brothers and found the inspiration for the Carrera name through their stories of the Panamericana.

The Camaro played on the same game of inspiration from motorsport and cars but was even more overt in its choice. With the Chevrolet Camaro having launched in 1966, it acting as the pace car at the Indy 500 in 1967 and then going on to achieve great success in the Trans-Am Series after that, picking the name for the new cushion shaped watch from Heuer was a shrewd choice to allow the model to resonate with US consumers that had a passion for cars.

With a number of variations being produced during the life of the model, the Valjoux 72 power references have a slight edge in desirable for collectors, and the handsome panda model that sets itself apart from its Carrera sibling with grey subsidiary dials, is particularly fetching. As the Heuer watch with one of the closest connections to American muscle cars of the era, it shows the breadth of the brand during the period.

106
HEUER

Reference 2447 SN Carrera |
A stainless steel chronograph
wristwatch with bracelet, Circa 1965

\$ 20,000-40,000

Throughout the entire series of the early Carrera there was always a yin yang element at play when it came to the dial configurations. For the first series there was a black “noir” variant complimented by a matte eggshell white. Which later would become silvered and the black would be maintained to result in the 2447 S and 2447 N for the three register watches, and the 3647 S and 3647 N for the two registered variants.

This pairing would continued thought the 3147 S and 3147 N Dato Carrera until the late 1960s when the panda and reverse panda models would arrive. The single dial colours would remain in the catalogue but it would be the bi-colour versions that would go on to become the made admired and sought after models from the entire Carrera line-up of the 1960s.

Bearing unmistakable resemblance to the Rolex Daytona models from the same era, it is not just the dial design that these two iconic chronographs share. The suppliers for a host of the components are shared, from the Valjoux movement, to the coveted Gay Freres bracelet, and of course Singer for the dial itself, it is no wonder that for many serious collectors of sports chronographs from the golden era that these two icons are must have models.

When TAG Heuer decided to pay homage to their greatest Carrera of the past for the first chapter of their 60th anniversary celebrations, it was the 2447 SN that had to be the inspiration for this celebratory limited edition. It is easy to see why the Carrera has achieved this status when holding a watch like the example shown here: it’s clean design, absolute utilitarian legibility and immense comfort on the wrist, its no wonder that so many drivers chose the watch named after one of the greatest road races in history.



Font Studies for the Heuer Camaro, Carrera, and Autavia, Circa 1970s

107
HEUER

Reference 2447 NS Carrera |
A stainless steel chronograph
wristwatch with bracelet, Circa 1970

\$ 20,000-40,000

When the Carrera arrived in 1963, it represented a sea change in the world of chronograph watches. While the Autavia had arrived the year before, it was clearly built entirely for function with the larger diameter case, rotating bezel and no-nonsense dial, the Carrera was clearly built with a blend of style and function.

With its peaked, polished lugs, eggshell white (on the earliest models before becoming silvered) or black, high contrast dial, and elegant proportions, the Carrera laid the foundations for a truly do anything watch that could be worn at all times. Whether it was with a racing suit, or a dinner jacket, the Carrera was a universal watch.

It didn’t concede anything to achieve these ambitions. Using clever innovations such as the tension ring below the crystal to increase water resistance while also offering

a surface for a 1/5th second scale to free up space on the dial, and smart use of typography and reducing the graphics on the dial, it offered the quintessential chronograph for racing drivers as well.

As the collection evolved through the 1960s, including additions such as the “Dato” models, a few new dial variations would make their way into the collection. The most coveted among them are the panda and reverse panda models, especially on the three register reference 2447 powered by the legendary Valjoux 72.

Providing ample inspiration for the modern world of TAG Heuer the reverse panda NS would lay the foundation for one of the key colorways offered at the launch of the new “glass box” design for the 60th anniversary of the Carrera in 2023. To find an example with its clearly defined lugs in full form, with an unmarried dial and fitted with the extremely desirable Gary Freres “Beads of Rice” bracelet, what is presented here is perhaps the ultimate variation of the ultimate drivers chronograph born in the golden age of racing, watches and design.

HEUER

Reference 3147S Carrera 'Dato 45' | A stainless steel chronograph wristwatch with date, Awarded to Racecar Driver John Morton at the 1970 SCCA Road Atlanta Runoffs, Circa 1970

\$ 15,000-30,000



On every hit album, you have deep cuts. In the world of Heuer the Carrera 3147 – or 'Dato 45' – is just that. A deep cut known only by those in the know. Introduced in 1968 as the second generation of Dato-Carrera, it combined the Carrera chronograph function with a date-window "ideal for the businessman who needs a chronograph but can never remember the date" as the advertising said. Of course, it too was favored by racing legends and institutions with special versions made for the Indianapolis Motor Speedway, and Shelby Cobra.

Just like the 'Dato' is a bit of a deep cut, so is John Morton. John got a job with Shelby American in California, and was instantly smitten by the racing bug. In 1964, he got to share a seat with the legendary Ken Miles in 427 Shelby Cobra a Sebring and began racing in Sports Car Club of America (SCCA) racing through the end of the 1960s when the equally legendary Pete Brock hired him to race for his newly formed Brock Racing Datsun Team. The Datsun cars were great on track, and of course Pete Brock who had set up and designed the Corvette StingRay and Shelby Daytonas knew how to properly

set up a car – so with Morton at the helm he won the SCCA C Production class with the Datsun 240Z National Championships in 1970-71 and the under 2.5 liter Trans-Am with the Datsun 510 Championships in 1971-72.

This Heuer Dato was awarded to Morton after successfully taking 1st Place at Road Atlanta in the 1970 SCCA C Production National Championship with Pete Brock's 240Z. Interestingly, John never really wore this watch. As he explains in a handwritten letter included with the watch. He was fonder of a different Heuer that he won in 1971, and gave this watch to a friend. Today, the watch is still with its original corfam strap and fitted presentation box, and remains a deep cut from the Heuer catalog – just like John Morton is. Though make no mistake – John Morton is a Heuer Champion who raced with the very best of them. Not many people got to share a seat with Ken Miles, and race for Pete Brock – let alone be an SCCA National Champion multiple times.



Brock,
I have an idea, I was awarded it at the 1970 SCCA C Production National Championship. I was a different style because I was a driver, but I gave it to my brother because I was good too. I was good.
Best wishes,
John Morton
I have good ones of my watches.
John Morton - 1971

John Morton wearing his Carrera 3147S 'Dato 45'
(Photo Courtesy of OnTheDash)



HEUER

Reference 7743 Camaro
'Champion' | A stainless steel
chronograph wristwatch with
bracelet, Circa 1972

\$ 10,000-20,000



Up until 1969, when Heuer entered the fray, the logos and advertisements that would be seen not the cars and around the racetrack during the Formula 1 weekend was predominantly focused on automotive suppliers. Shell, Castrol, Elf, Firestone, NGK, Koni, Ferodo and Castol were all represented, meaning that everything from suspensions and brakes to oil, fuel and tyres were being presented on the cars.

With its red and black outline, and bold type, one of the most distinctive decals was that of Champion spark plugs. It was unmissable on cars, most notably those of Scuderia Ferrari in period, and would help the brand build a name as the preeminent producer of spark plugs.

Heuer had a reputation for producing double-signed dials in the 1960s with watches made for the likes of Volvo, Shelby, Sunray DX, Car & Driver, MG and of course the Indianapolis Motor Speedway,

although it was mainly among the Carrera collection. So the watch presented here offers something really quite interesting, a double-signed Camaro and featuring the multi-coloured printing of the Champion logo.

The intricacy of the design is impressive, with the delicate globe featuring America in the background combined with the distinctive red, black and white Champion logo in the foreground. When applied to the black dial it stands out creating something truly eye catching.

Once again the watch perfectly proves the incredible connection between Heuer and motorsport, not just through the teams and the drivers, but even the component manufacturers, showing the company was present at every level and moment.

Champion spark plugs were celebrated for their durability "on land, on sea, and in the air"

Period advertising for the Heuer chronograph lineup c. 1970s

3 men...7 Grand Prix victories...1 spark plug

Jim Clark of Scotland, Graham Hill of England, and Dan Gurney of the U.S.A. are three of the world's outstanding automobile racing drivers. During 1964, Jim Clark won the Grands Prix of Belgium, Holland and England. Graham Hill won the Grands Prix of Monaco and the U.S. And Dan Gurney won the Grands Prix of France and Mexico. Between them these three men won seven of the ten Grand Prix races held in 1964—and won them all with Champion spark plugs.

These men are three of the most experienced drivers in the world. Skillful, successful driving is their profession. Like the overwhelming majority of race drivers around the world, these three knew from experience that Champions were the spark plugs they could depend on for outstanding performance. And, of course, Champions gave them that performance. Why settle for less in your car? Follow the example of these three outstanding drivers. Always insist on Champion spark plugs.

WORLD'S FAVORITE SPARK PLUG ON LAND, ON SEA AND IN THE AIR

Highest quality chronographs

HEUER

**CARRERA
AUTAVIA AND
CAMARO**

HEUER

Reference 2446 Autavia 'Rindt' Zodiac Record | A stainless steel triple register chronograph wristwatch with bracelet, Circa 1966

\$ 15,000-30,000

It is always a privilege to come across genuine pieces of automotive history, and the watch presented here is exactly that. The engraving on the back of this Autavia reference 2446 "Rindt" gives the clue: "ZODIAC ENDURANCE RUN MONZA 1966," but it is merely the start of an incredible story.

The watch was previously owned by John Maclay, who would be one of five drivers selected by Ford to attempt to set endurance records for their Zodiac model, an executive saloon for which a new version had launched in 1966 with the new Essex 3-liter V6 engine.

Done in partnership with Castrol and Goodyear, who provided support for tires and oil, it was a significant test of driver and car to maintain speeds of over 100 mph (161 kph), including stops for fuel and maintenance for seven days and nights. The five drivers took three-hour stints and would survive rain, fog, and the challenges of the Monza road surface to prevail, in a car that was virtually stock, after a week covering 6,658 laps of the circuit.

To commemorate the occasion, it seems that engraved watches were presented to the drivers, and of course, for such a grand automotive achievement, there was only one brand to select: Heuer. Over the years in Maclay's care, the watch would acquire a handsome aging, proving a life well lived, as well as a new bezel insert and bracelet to make it look a bit like a dive watch - certainly a personal choice for a unique individual.

Today, accompanied by a scrapbook containing a plethora of photos and press clippings relating to the records set in 1966, it represents a genuine piece of automotive history and would be a beautiful addition to any collection, but particularly for those with a love for the blue oval, the golden era of record setting, and endurance testing.

In total nine class records would be secured, which were as follows:

- Highest average speed over 15,000 kms - 105.27 mph
- Highest average speed over 10,000 miles - 105.35 mph
- Highest average speed over four days - 105.31 mph
- Highest average speed over 20,000 kms - 104.74 mph
- Highest average speed over five days - 104.72 mph
- Highest average speed over 15,000 miles - 104.43 mph
- Highest average speed over six days - 104.43 mph
- Highest average speed over 25,000 kms - 104.12 mph
- Highest average speed over seven days - 103.04 mph



TOP: The famous banked turn of Monza
BOTTOM: Aerial view of Autodromo Monza



111

HEUER

Reference 2446C Autavia GMT | A stainless steel dual time zone chronograph wristwatch with bracelet, Awarded to Racecar Driver Tony Adamowicz at the Nine Hours of Kyalami in South Africa, Circa 1971

\$ 10,000-20,000

“The new car was put together out of parts bins and had not turned a wheel on a circuit until I got into the car. I’m not certain it even had a chassis number. I had the pleasure of learning a demanding circuit and sorting out the car. I often wonder how I did it...”

– Tony Adamowicz

The connection between Heuer as a trophy for motorsport runs deep, and Tony Adamowicz won more than his fair share of races – and Heuer’s. This watch, and Autavia GMT, marries racing flair with a penchant for travel which is fitting considering that it was won at an endurance race in South Africa.

The race was held at the Kyalami International Grand Prix Circuit and called The Nine Hours of Kyalami. Tony was driving a rather legendary car for the occasion, the Porsche 917 – the very same car that Steve McQueen would make famous in his movie LeMans. While any endurance race is difficult, the challenge was enhanced by three items: his co-driver, the competition, and the car itself. His co-driver was a wealthy Italian winemaker named Mario Casoni who thought the idea of going racing sounded exciting but was ultimately not up to the task, leaving Tony to do as much of the driving as permissible under racing regulation – physically and mentally taxing. The competition – was none other than Brian Redman, Clay Regazzoni, and Mario Andretti, all driving

the brand new Ferrari 312P cars which were more powerful and more agile than Tony’s older Porsche. As if to make matters worse, Regazzoni crashed into Tony early on, costing him his lead in the race. Lastly, Tony’s car – in Lucky Strike cigarette livery – was a parts bin special slapped together before the race with minimal testing.

While Tony was no match for the Ferrari’s he did set the fastest overall lap, and for this, he was given the Heuer Autavia GMT wristwatch. A fitting watch to commemorate a racing victory in an exotic locale – and certainly a race that was hard fought. As Tony himself would later say: *“I got a nice Heuer watch for the effort. It turned out to be a pretty good race.”* As we look to celebrate the connection between Heuer, motorsport, and the champions of the sport who wore them – it’s worth noting that both Regazzoni and Andretti who were at this same race, were likely with Heuer’s on their wrist as well – and are known champions of this beloved brand.

Adamowicz at the Nine Hours of Kyalami



112
HEUER

Reference 2446C Autavia GMT | Reference 3646 Autavia "MotorAge" | A stainless steel chronograph wristwatch, Awarded to Racecar Driver Tony Adamowicz for being the SCCA Driver of the Year, Circa 1968

\$ 15,000-30,000

Nobody is born a racecar driver – they come from all walks of life. Paul Newman famously did not discover racing until he was 44. In that same vein, Anthony 'Tony' Adamowicz, who was born to Polish immigrants in upstate New York would not discover racing until he was working for the United States Government as a White House employee during the Eisenhower, Kennedy, and Johnson administrations. Tony took to racing like a fish takes to water, and he progressed from racing a Volvo in amateur racing 1963 to a Porsche 911 in the Trans Am series of 1968.

The 1968 season did not look to be a promising start for Tony, the Porsche, car No. 72, was wrecked at Daytona Speedway and did not finish (DNF). The next race was at Sebring, and yet another DNF. May of '68 was the turning point though, 2nd in Class win at War Bonnet Raceway, then 1st in Class at Lime Rock Park, 2nd in Class at Mid-Ohio, 1st at Bridgehampton, the win's kept coming. In his memoirs, Tony's remembers:

"The reason that we were so successful was that it was a total team effort. There was a lot of love and devotion put into our team and we felt nothing was impossible. It was the first time that I ever felt that I had some control over how the car was prepared."



Trans Am is a competitive series. Tony was racing the small 2 liter Porsche against more powerful Corvette's and Camaros, but his team's ability to set up the car, along with his natural ability at the wheel was unmatched. All season long he continued to rack up class win's and overall wins or second place overall wins. While Tony would ultimately fail to finish the last two races of the season, and did not even enter the very last race, he had clinched his place as champion of the 'under 2 liter' racing class in Trans Am.

Along with the glory of victory, a Western-Union telegram showed up on December 3, 1968:



Case back Inscription

"Congratulations on being named the 1968 SCCA driver of the year and winning the motor/age award for outstanding effort in under two liters in SCCA Trans-Am presentation at the SCCA convention awards banquet."

At that award banquet, Tony was presented with the present watch, a Heuer Autavia Ref. 3646 with the motor/age logo on the dial. The caseback engraved '1968 Tony Adamowicz Trans Am Driver of the Year SCCA' The 3646 Autavia already having a strong motorsport connection as we refer to the reference as the 'Andretti' for its connection to racing legend Mario Andretti who is frequently seen sporting the reference in period as well. Trophies come in all shapes and sizes, this one happens to comes in 38mm of stainless steel. For while nobody is born a racer, Tony became one in the 1968 season, and this watch is tangible proof of that.



113

HEUER

Reference 110.515
CHN Carrera | A
gold-plated stainless-steel
automatic chronograph wristwatch
with bracelet, Circa 1974

\$ 3,000-5,000

When the new series of Carrera models arrived in 1974 with their so-called barrel case design it really bought the aesthetics of Heuer fully into the 1970s. With its sun ray brushed case that had been slimmed versus the 1153 and 1553 references of the previous generation, and the flat mineral crystal that offered improved scratch resistance versus the domed plexiglass of the prior models, it was clearly aimed at refining the design of one of the brands most iconic collection.

Offered with both the two-register calibre 12 and the calibre 15 with running seconds replacing the 12-hour counter, and blue or fume brown Geneva striped dials

in the stainless steel case with pops of orange for the hands, the model already stood out from the crowd.

But the most eye-catching variant was the reference 110.515 CHN. With its gold-plated case retaining the sun ray brushing catching the light even more than the stainless-steel variants, and the oval black subsidiary on the gilt finished dial, it was clearly inspired by the legendary solid 18K gold reference 1158 CHN.

But of course, in plated form it was a fraction of the price and found its way into a much broader array of hands. As a result, many have survived in poor condition, with the plating fading, the case having been refinished and the dial marked by years of use. Furthermore, the bracelet shows their age over time, with the plating coming off from between the links, so to see an example in effectively new-old-stock condition is a real privilege and a way to understand the dramatic effect these watches must have had in period.

Whether it is worn to emulate the greatest drivers, or to cosplay as Ryan Gosling's Ken from the Barbie movie, who famously wore such a reference in the Oscar winning film, the 110.515 CHN is worth of closer inspection.

114

HEUER

Reference 1164 Autvaia 'Viceroy' | A
stainless-steel automatic chronograph
wristwatch, Circa 1973

\$ 5,000-10,000

In 1972 as Heuer was trying to work out the best way to support sales of the new automatic chronograph models, particularly in the US market, when an interesting opportunity presented itself. Brown and Williamson, the owner of Viceroy cigarettes, was trying to reposition the brand by positioning itself alongside motorsport, having seen the success of the strategy for Marlboro.

Having sponsored the Parnelli Jones Racing team for the Indy 500 that year with a superstar team of Mario Andretti, Joe Leonard and Al Unser, the car featured the distinctive red and white livery of Viceroy and ample logo placement all over the car. Of course when aligning with motorsport there was one watch brand known in the period, and even today: Heuer.

So a deal was struck where if someone were to send in the one Viceroy carton end flat and \$88, they would receive a reference 1163 Autavia, which would normally cost \$200. While there were a few small design variations versus the standard version, it was essentially the same watch, and although Heuer was not making money on the pieces sold during the promotion, the marketing opportunity could not be missed.

It is incredible to consider today a global renown brand partnering with a cigarette company, but it was certainly different times. These "Viceroy" Autavia models are an interesting part of watchmaking history and again show the indelible link between Heuer and the world of motorsport.



The 'Viceroy' Cigarette advertisement featuring the 'Heuer Viceroy' Chronograph

115

HEUER

Reference 1163 Autavia 'Siffert' | A cushion cased automatic stainless steel chronograph wristwatch and bracelet, Circa 1970

\$ 10,000-20,000

Heuer was associated with no shortage of legendary racing drivers during the golden era of the company under Jack Heuer running from the beginning of the 1960s through to the end of the 1970s. From Jochen Rindt wearing his famous Autavia, to Jody Scheckter sporting a Camaro before becoming World Champion in 1979, the breadth of talent that wore chronographs from the brand was incredible.

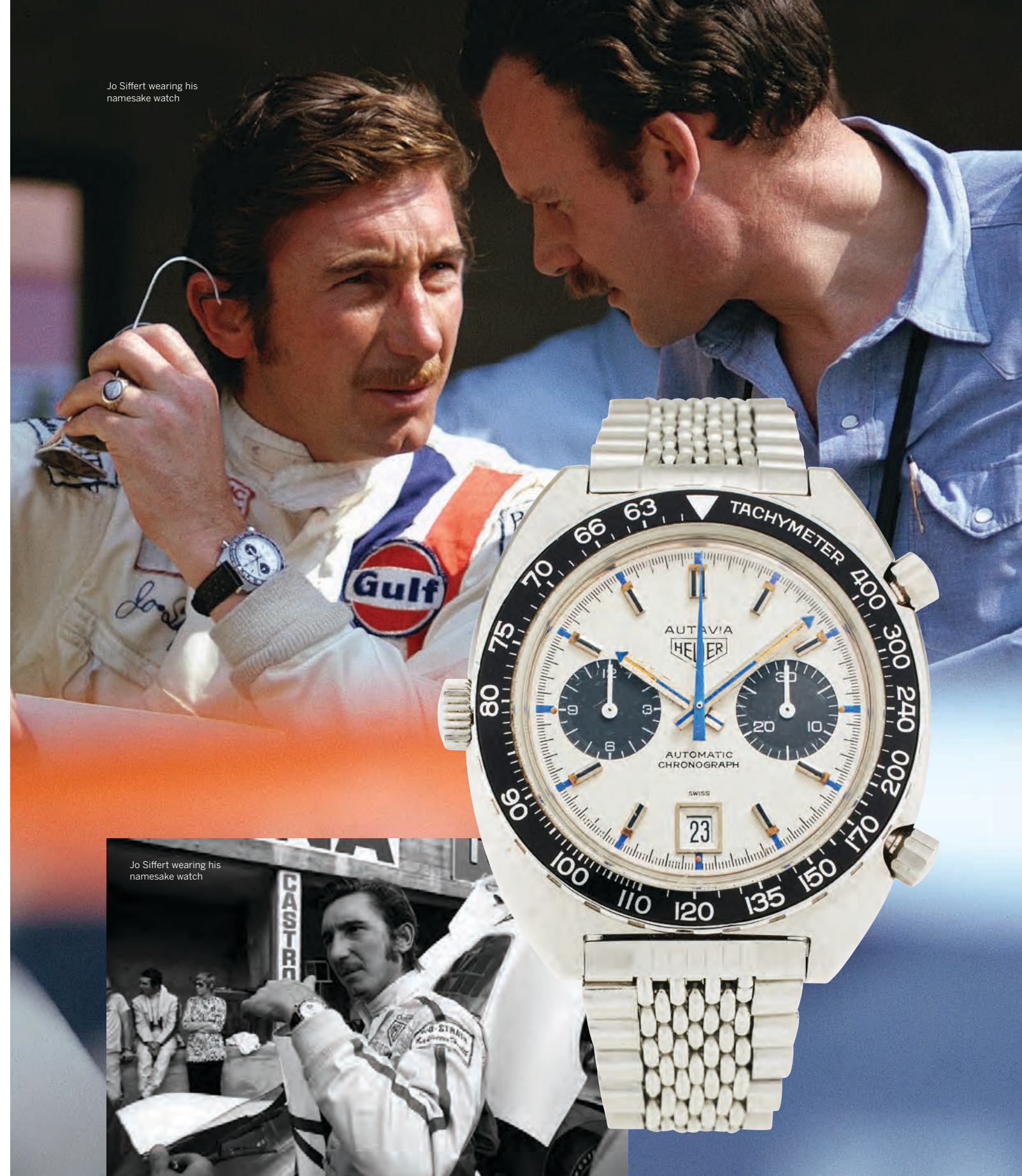
One name stood above the others for his dedication and loyalty to the marque: Jo Siffert. The son of a farmer from Fribourg in Switzerland, he came into contact with Jack Heuer when he had heard about the talents of Siffert from a friend. As it was coming up to the launch of the Calibre 11 automatic chronograph, it was decided to engage Jo to help with the promotion.

Included in the deal was a logo on his Rob Walker Lotus 49B, making Heuer the first watch brand present on a Formula 1 car, a patch on Siffert racing suit and the option for Jo to buy watches at cost price to sell at retail to people in the paddock. The last point was particularly amazing and it seems that Siffert did a decent trade based on the number of mechanicals and team members, as well as the drivers, who would end up wearing Heuer chronographs.

Siffert's selling skills went the other way as well. When he established a Porsche dealership in Fribourg, he sold a 911 to Jack Heuer who used it as a company car for a number of years. During all this time Jo kept one model firmly on his wrist, the white dial Autavia reference 1163, which today has become known simply as the "Siffert" to collectors due to its indelible link to one of the great drivers in both F1 and endurance racing.



Siffert enjoying the Winners' Circle, notice the Heuer Split-Seconds Timer to his left.



Jo Siffert wearing his namesake watch

Jo Siffert wearing his namesake watch



116

HEUER

Reference 1563 Autavia 'Exotic' | A cushion cased automatic stainless steel chronograph wristwatch and bracelet, Circa 1977

\$ 10,000-20,000

Given the length of time the C-shaped case Autavia existed in the catalogue, spanning from its launch in 1969 all the way into the mid-1980s, it was inevitable there would be quite a few evolutions and variants. The move from four digit to five digit reference numbers saw the introduction of more scratch resistant mineral crystal glass and a thicker case to accommodate. Along the way there were the famed automatic models and their manual wind siblings, and of course many options for dial colors.

The pure black that was introduced at launch would be a staple of the portfolio but there would be several rifts on the more austere dial. Red accents were a key trait, but it would be the pops of orange that signaled a new aesthetic language. The much talked about reference 1163 "Orange Boy", as it was named by collectors, is often shown as an example of the daring of the brand in the era, but for many it is the reference 1563 "Exotic" that shows the true ingenuity of Heuer, its designers and suppliers.

Housing the calibre 15 with running seconds at 10 o'clock, it already sported an unusual asymmetric design, but what made the watch really special was the layout of the dial. Totally flat with no steps for the minute recorder or applied markers and all other elements printed, it would appear that the model was produced with a cost in mind.

What they lacked in budget they certainly made up for in creativity. With its large luminous plot forming the hour markers the surface area makes it easy to understand why many collectors refer to the watch as the "Le Mans" or the "Night Racer" given that it would have been very legible after dark. Complimented by the checkered outer track and the orange accents throughout, the watch exudes sporting prowess, it's easy to understand why the watch is so loved by vintage Heuer enthusiasts and racing drivers alike.



HEUER

Reference 1163 GMT Autavia | A stainless steel automatic chronograph wristwatch with GMT function, Circa 1970

\$ 10,000-20,000

Heuer introduced its Autavia chronograph in 1962, with defining features being an oversized waterproof case, large white recorders on black dials, and a rotating bezel that provided additional timekeeping options. These bezels were marked for either hours, minutes or decimal minutes, allowing the enthusiast to select the chronograph to suit their specific timing needs (hours for world travelers, minutes for divers, etc.)

In 1968, Heuer introduced a new version of the Autavia (the reference 2446 GMT), which incorporated an entirely new style of bezel and an additional hour hand (called the “GMT hand”). The bezel was marked for the 24 hours of the day, with the daylight hours (6:00 AM to 6:00 PM) in red and the nighttime hours (6:00 PM to 6:00 AM) in blue, and the GMT hand made only one rotation around the dial per 24 hours. After the bezel was rotated to establish a differential from the primary hour hand on the watch, the GMT hand would indicate the local time in this second time zone.

GMT watches were popular among pilots, travelers and those conducting international business; with its three-register chronograph capacity, Heuer’s Autavia GMT was an even more useful tool.

With the popularity of the GMT versions of the Autavia in 1968 and 1969, it is not surprising that promptly upon the introduction of the automatic Autavia (reference 1163) in 1969, Heuer would modify the new automatic Autavia’s to incorporate the GMT features. In 1970, Heuer introduced the Autavia reference 1163 GMT, with a larger C-shaped case (required to house the larger automatic movement) replacing the more traditional “compressor” case of the manual-winding models.

Over the period from 1970 to 1972, the Autavia reference 1163 GMT evolved through three executions. The present watch is the Mark 2 model, which should be thought of as “transitional” between the models that preceded and would follow it. The brushed hands are brought forward from the Mark 1 model, but the Mark 2 Autavia 1163 GMT introduced brighter, more vivid colors on the bezel. The bright red chronograph hour and minute hands are unique to the Mark 2 models, and this is also the only version of the reference 2446 or 1163 Autavia in which the black dial may take on a dramatic “tropical” tone.



HEUER

Reference 73663 Autavia | A stainless steel chronograph wristwatch, Circa 1972

\$ 10,000-20,000

Heuer introduced the Autavia chronograph in 1963 and the automatic versions (reference 1163) followed in 1969. Of course, developing the new automatic Autavia was a substantial task, especially with it being one of three launch models, with the updated Carrera and the entirely-new Monaco. We can understand then that Heuer offered only two basic color choices for the new automatic Autavias, which we can summarize as “black and white”. With its white registers, the black-dial version was a “reverse Panda” scheme, while the white-dialed model, with its black registers, was the “Panda”. Enthusiasts who wanted something more colorful could look to other models (especially, the blues and grays of the Carrera and Monacos).

All this changed, however, circa 1972, when Heuer introduced a new range of manual-winding Autavia chronographs, along with some new automatic models (Calibre 15). Although housed in the same type of C-shaped case as the automatic models, Heuer moved beyond the “black and white” that described the first decade of Autavias, and beyond the traditional styles of hands and markers, to a new range that would capture the bold style of the 1970s. Markers might be painted on the dial, in either sticks or Arabic numerals; hands could be painted bright white; numerals might be placed radially on the dial; lume could be shaded green or a rich amber. It was the 70s, and enthusiasts wanted more than “black and white”.

If we line up all the racers who wore Heuer chronographs during the 1970s, and study their driving style and their chosen watch, perhaps it was the Autavia chronograph worn by Canadian Formula one legend Gilles Villeneuve (reference 73663) that represented the deepest alignment of the style of the racer and the style of his watch. With its bright orange hands and dial accents, we see a boldness and courage that captures Villeneuve’s fearlessness. The registers are neither black nor white, but a deep charcoal that takes gray to the edge of blackness. Villeneuve was known to take his cars to their absolute

limit; so too, with this model, Heuer explored the limits of aggression and stability.

It is fitting that rather than being identified by the usual letter codes (for example, “N” for noir, “S” for silver and “B” for blue), collectors refer to this 73663 model only as the “Villeneuve”. That’s how closely they identify this legendary watch with this legendary driver. Collectors have seen fewer than 10 of the Villeneuve Autavia over the past two decades, making this an especially coveted model for collectors who enjoy the bold colors and courage of Formula One racing in the 1970s.



HEUER

Reference 1163 Autavia ‘Vel’s Parnelli-Jones’
| A stainless steel automatic chronograph
wristwatch with date, Circa 1970

\$ 10,000-20,000

The Indianapolis 500 is clearly the most famous open-wheel race in the United States, but through the 1960s, it was part of an annual championship series operated by the United States Automobile Club (USAC). In addition to the Indy 500, USAC championship races were held at venues such as Ontario Motor Speedway (in California), Michigan International Raceway and Sears Point (in California). Rufus Parnell “Parnelli” Jones had great success as a racer in the 1960s, winning the Indy 500 in 1963 and also driving well in stock cars and the Trans Am sports car series. In 1969, Jones and his business partner Velko Miletich formed Vel’s Parnelli Jones Racing Team, enjoying quick success with its drivers winning back-to-back championships in 1970 and 1971.

Al Unser dominated the USAC championship competition in 1970, winning 10 of the 17 races (including the Indy 500) and being on the podium in an additional five races. Unser’s 5,130 points doubled those of each of the second and third place finishers (his brother, Bobby Unser, with 2,260 points, and Jim McElreath with 2,060 points).

In 1971, it turned out to be a strange season for the VPJ racing team. Al Unser would win five of the 12 races, including the Indianapolis 500, but in seven other races he finished 15th or lower, leaving him fourth in the overall standings, with 2,200 points. His VPJ teammate, Joe Leonard, would take the championship (with 3,015 points), winning only a single race, but getting top six finishes in another six races.

The 1970 and 1971 VPJ cars were the best performing cars on the grid, and Indy car enthusiasts can make the case that these were also among the best-looking cars of the era. In 1970, both the Unser and Leonard cars used the “Johnny Lightning” livery (representing the brand of diecast cars), with



Case back
Inscription



Samsonite Luggage as a secondary sponsor; in 1971, Unser continued with the Johnny Lightning livery, while the championship car of Joe Leonard was called the “Samsonite Special”. It was only for the 1972 season that Viceroy tobacco became the primary livery on the VPJ cars. To celebrate the back-to-back USAC championships, Vel’s Parnelli Jones team ordered Heuer Autavia chronographs. A member of the team recalls that they ordered 12 or 15 of the watches, each engraved “Vel’s Parnelli Jones Racing Team, 1970-71 Champs”, a keepsake for team members and VIPs.

Collectors refer to the version of the Autavia delivered to the VPJ team as the “pre-Viceroy”, and a look at the timeline helps us understand this term. The VPJ team ordered these Autavias from Heuer to celebrate the 1970 and 1971 USAC championships; we can assume that VPJ placed this order in late 1971. It was six months later, in May 1972, that the Viceroy cigarette brand launched its wildly-successful promotion with Heuer.

Included in this lot is a coat issued to the VPJ team member (“Steve”) who was the original owner

of the present Heuer Autavia. Other than the cars themselves, this extra large coat offers the boldest possible presentation of the legendary Vel’s Parnelli Jones / Johnny Lightning / Samsonite livery.

The Parnelli-Jones ‘Johnny-Lightning Car



120

HEUER

Reference 150.501 Modena | A PVD coated stainless steel chronograph wristwatch, Circa 1977

\$ 8,000-15,000

When Niki Lauda won the World Drivers' Championship for Ferrari, and the team secured the World Constructors' Championship, it was a seismic moment for the team, who had been without a title for 11 years. The last winner had been John Surtees, from a totally different era of driving and cars, and the lack of performance had inspired Enzo Ferrari to reimagine the team in 1970.

With new talent such as Mauro Forghieri given free rein to design a new car that would become the 312T series, with its flat-12 engine giving it a supremely low center of gravity, Luca di Montezemolo as Sporting Director, and young driving talent including Jacky Ickx and Niki Lauda, it was a full reboot that would eventually have the desired effect.

While Clay Regazzoni had come close to winning the Championship in 1974, he would be pipped at the post by Fittipaldi and McLaren. When Lauda won the following year, it called for a major celebration, and for Heuer, as technical partner for timekeeping and sponsor of the Scuderia, this would mean a new collection.

Taking cues from the celebrated Carrera models reference 1153 in stainless steel and 1158 in gold, the silhouette of the new reference 110.501 powered by the calibre 12 and 150.501 housing the calibre 15 was identical to that of its Carrera siblings. Where it changed course dramatically was the case material: now made of a less expensive base metal, it was offered as either silver chrome-plated or in the more distinctive and menacing black chromium oxide coating.

The dial was flat to keep costs at an acceptable level, forgoing applied markers or steps for the subsidiary dials, and featured a bolometer and tachymeter scale to the rehaut as well as pops of red to convey the racing DNA. What was most curious about the collection was the naming: while today it is commonly known as the Monza, there were a few small batches featuring the name Modena.

The name of the city close to Ferrari's headquarters, it is a location familiar to many with a great love for the marque and motorsport, but for many who follow racing but are not that familiar with some of the finer details, the place may not be so well known. This is why it is hypothesized that the name was changed to the more familiar high-speed racetrack outside of Milan, and then the name was removed entirely in 1980 when Heuer had to end its relationship with Ferrari.

As a result, those watches signed Modena are exceedingly rare, so it is extremely unusual to come across one in the market. Presenting a fascinating piece of watchmaking and motorsport history, with connections to Ferrari, Lauda, and Heuer, the watch once again underlines the incredible and inseparable connection between Heuer and Formula 1.

Niki Lauda seen wearing the Heuer Modena



HEUER

Reference 102.703 Chronosplit
'Ferrari' | A limited edition stainless
steel chronograph wristwatch with
date, owned by Phil Hill, Circa 1977

\$ 5,000-10,000

The relationship between Ferrari & Heuer runs deep, and was official from 1971 to 1978. This manifested itself in the form of several special models over the years. Jack Heuer, ever the enterprising mastermind, can be seen presenting a gift-wrapped Heuer to Enzo Ferrari as a means of solidifying the partnership between Maranello and Heuer.

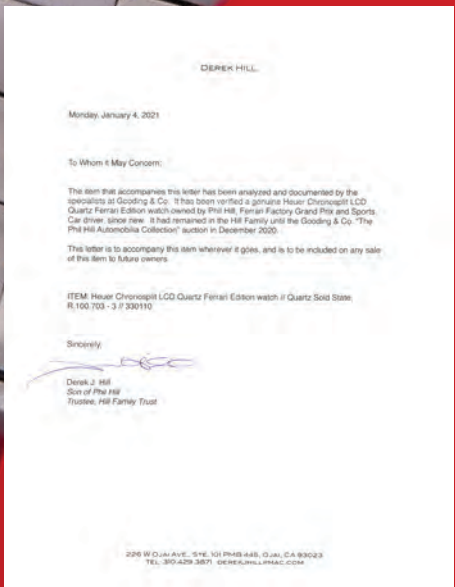
Interestingly, over the span of those 7 years, there were not many 'Ferrari' branded watches – the present example being a very notable exception. The 1970s were a well known as challenging time for the Swiss watch industry as the advent of quartz technology became prevalent – but that did not mean that the Swiss did not innovate in quartz timekeeping. The Chronosplit was Heuer's attempt at making a highly accurate split-seconds chronograph powered by two quartz movements allowing for simultaneous timing of two events. This idea follows their stated mission for accuracy in timekeeping and motorsport – and the Chronosplit was a very expensive watch. It should come as no surprise then, that Ferrari elected to make a special edition of the Chronosplit that would be made available to VIPs of the brand, removing the word 'Chronosplit' for the prancing horse – or cavallino rampante – and moving the Heuer logo down to make room for the Ferrari logo. According to some estimates, there were only 200 Ferrari examples produced.

So who were the VIPs worthy of these watches?

In this case, the present watch belonged to none other than Phil Hill. One of the most accomplished racing drivers of all times, he is the only American born driver to ever win a Formula 1 World Championship, doing so in 1961 with Ferrari. Hill was a near unstoppable driver racking up wins



Letter of Provenance
from the Hill Family



Jack Heuer presents Enzo Ferrari with a Heuer watch

behind some of the most legendary Ferraris of all time during the most important races of all-time. Hill became first driver to win the 'Triple Crown' of Endurance racing by winning the 24 Hours of LeMans, 24 Hours of Daytona, and 12 Hours of Sebring (which was accomplished behind the wheel of a 250 GTO in 1964 – for added flair) After leaving Ferrari, Hill went on to race the Ford GT40s for Carroll Shelby, Aston Martin's for David Brown, and Chaparral's for the pioneering automotive duo of Sharp & Hall. However, it was Ferrari that was

always his first love. In his later years, he opened an incredibly important automotive restoration shop – Hill & Vaughn – and judged the prestigious Pebble Beach Concours d'Elegance no less than 40 times. For a man where motorsport was so engrained in his blood, it should come as no surprised that he would have been the owner of such a special timepiece from Ferrari. The present watch is accompanied by a letter of provenance of Derek Hill, Phil's son, and is complete with it's boxes and booklets. A true champion of motorsport.

HEUER

Reference 11553 Carrera ‘McLaren | A limited edition stainless steel chronograph wristwatch made for McLaren Racing, Circa 1974

\$ 15,000-30,000

While it is the relationship with Ferrari that is most often bought up when discussing Heuer’s connection to Formula 1, it is worth remembering that the company was a coveted property for nearly every team in the paddock thanks to their cutting edge timing technology that was in high demand during the 1970s.

The Heuer logo would grace BRM, Tyrrell and Surtees cars throughout the decade, and the Le Mans Centigraph could be seen on the pit walls of a wide array of teams including the likes of Brabham and Lotus. But after Ferrari the team with the closest connection in the 1970s (and a relationship that would become even more intertwined in the 1980s) was that of McLaren.

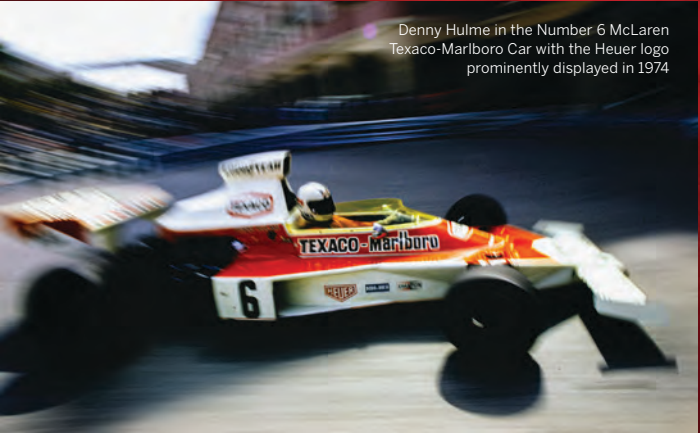
During the 1974 season the Marlboro Team Texaco McLaren-Ford M23 cars of Emerson Fittipaldi and Denny Hulme wore the Heuer logo on their sides and Heuer timing equipment was used by the team, fitting given the red and white livery of the cars and the colours of Heuer.

The season was extremely competitive, even without Jackie Stewart who had retired at the end of 1973 after his third World Drivers’ Championship. The title would go down the final race at Watkins Glen with Fittipaldi and Clay Regazzoni fighting for enough points over the rival to take victory. In the end it would be the Brazilian would secure fourth ahead of the Swiss driver in 9th, taking his second Drivers’ Championship.

It would be a pivotal year for McLaren, securing their first ever World Constructors’ Championships, and would lay the way for many more to come. To celebrate the occasion Heuer made an extremely limited number of reference 1553 Carrera models with the usual words of Automatic Chronograph replaced by “McLaren World Champions 1974” applied to their silvered dial.

It is believed that perhaps around 20 pieces were made for key members of the team, from the drivers and the principals to other top contributors to the success. A few have surfaced over the years and most have been acquired by collectors who own a McLaren M23 from the era, reducing the pool significantly. For one to be offered in the market in strong condition is an extremely unusual opportunity, and represents a chance to acquire one of the ultimate pieces of McLaren F1 memorabilia, produced in honour of the very first WCC for the team.

Fittipaldi hoists his national flag in victory, he would celebrate his F1 World Championship with Heuer



Denny Hulme in the Number 6 McLaren Texaco-Marlboro Car with the Heuer logo prominently displayed in 1974

123

HEUER

Reference 1133B Monaco 'Transitional' | A stainless-steel automatic chronograph wristwatch with bracelet, Circa 1974

\$ 15,000-30,000

Collectors revel in the minutia of the watch world. Marks and executions and series' and make the passion for horology all the more interesting, and thanks to the communities that have around the most important brands including Heuer, clarity over production evolutions have been revealed today that were barely noticed in period.

Case in point the reference 1133B "Transitional" Monaco. When the revolution collection launched in 1969 to pioneer the Calibre 11, the world's first commercially available automatic chronograph movement, inside the first water resistant square case for a chronograph, the dial looked rather different from that of the Monaco that most are familiar with.

The very first models presented at launch in March of 1969 featured an incredible iridescent vertical brushed deep blue dial with four simple words printed on it: Chronomatic, Heuer, Monaco and Swiss. While most of the make sense, it is the Chronomatic word that left consumer confused, even it to some it was clearly a portmanteau of automatic chronograph, to many it didn't make sense and Jack Heuer realised as much.

So very quickly the design design was changed to move the Monaco name above the Heuer shield and automatic chronograph was printed on the lower half of the dial. The amazing chameleon like dial, which shifts from a almost black blue, to a vibrant shade of azure depending on the light, was retailed for the next production batch, as were the unusual start rectangular hands which perfectly encapsulate the form of the watch.

It soon emerged that the gasket placed below the crystal next to the dial due to the unusual architecture of the Monaco case construction, could remove the paint from the dial over time, so to simplify production the finishing was moved from the handsome metallic version, to a simpler matte painted dial. This variant emerged in early 1970, less than a year after the launch of the model, and would be the version present on the set of the movie Le

Mans, finding their way onto the wrist of McQueen and eventually acquiring the nickname among collectors.

As a result this short run between the "Chronomatic" models and the "McQueen" have become known as the "transitional" versions among the collector base. Encapsulating the pure design ethos that was intended for the Monaco from the beginning, but carrying the naming format that would become standard, they represent the Goldilocks 1133 for many.

When presented with the strong, sharp angles of an unpolished case and affixed to the early style narrow NSA bracelet, it is clear to see how the Monaco is regarded by some of having laid the foundation for the most celebrated luxury sports watches with blue dials and integrated bracelets that saw their birth in the years following the presentation of the Monaco.



124

HEUER

Reference 74033N Monaco | A black-coated stainless steel chronograph wristwatch with date, Circa 1977

\$ 30,000-60,000

The greatest watches are always ones with a sense of intrigue to them and the Heuer Monaco reference 74033N "Dark Lord" makes no exception. Following the launch of the original Monaco in 1969, sales were lackluster as the market struggle to comprehend it's unusual design language and form, with only great visionary creatives such Oscar Peterson, Stanley Kubrick, Sammy Davis Jr. and of course Steve McQueen recognizing the important of the new design language put forward be the first square water-resistance chronograph.

After a few animations including those powered by the caliber 15 movement with running seconds, and some manual wind models, the Monaco was discontinued in 1974, being replaced by the Silverstone which maintained the square form but smoothed it and introduced hooded lugs in an attempt to try and appeal to a broader market.

Sometime around 1978 a small run of briefly revived Monaco models appeared under mysterious circumstances. Firstly, the case is black coated with a chromium oxide finish, something watch brands had been experimenting with since the early 1970s and Heuer had presented in the Carrera and Monza lines. Secondly, the watch was manual wind, forgoing the revolutionary automatic movement for something more widely available. The dial was a flat finish

with no step to the subsidiary dials or fitted with applied markets, indicating it was created to a cost. Lastly the watch would not appear in any catalogs from the era.

All of these factors would result in one of the most desirable and coveted Monaco models to astute collectors, resulting in a watch that was seen as an oddity in period, now commanding some of the highest prices for vintage Heuer. With its austere, all black finish accentuated with pools of orange from the handset, a watch which should be under the radar is often the piece that attracts the most attention when worn.

With perhaps only a few hundred examples produced during a pivotal moment in the history of the company, and with a case finish that proves challenging to maintain in great condition decades later, finding a beautiful example of the reference 74033N is a rare opportunity and should not be missed.



125
HEUER

Reference 503.202 Indianapolis Motor Speedway | Two stainless steel stopwatches with bespoke fitted rubber Champion Spark Plugs case, 1970

\$ 8,000-16,000

Heuer timepieces with the “Wings and Wheel” logo of the Indianapolis Motor Speedway (IMS) are coveted by racing enthusiasts. This line-up of timepieces includes an Autavia chronograph with a unique silver / white dial, as well as three versions of the Carrera 45 Dato chronograph, one with a black dial and two with silver / white dials. Two of the IMS Autavia chronographs have been sold for prices in excess of \$190,000 each (2017 and 2023).

The present stopwatch set is comprised of a pair of matching Heuer stopwatches, held in a sturdy red rubber case that is marked on the back, “Champion, Dependable Spark Plugs.” Champion was a leading sponsor of the Indianapolis 500 and various racing teams during the 1960s.

Each of these stopwatches has a three-function crown. With the first press of the crown, the stopwatch starts running; the second press stops the

timer, allowing the user to take an accurate reading; the third press returns all hands to zero, so that the stopwatch is ready to time the next lap or event. Using a pair of the stopwatches in a single holder allows the enthusiast to easily time each lap of a race.

These stopwatches (reference 33.220) appear in Heuer catalogs in the mid-1960s, offering 1/100 second timing and a central minute register, for optimal legibility. Features important at the racetrack include incabloc shock protection, an unbreakable mainspring and non-reflecting black anodized finish for the outside cap.

The “back-story” of these sets of stopwatches is not known definitively to the community of collectors, but they are exceptionally rare, with fewer than 10 of the individual stopwatches seen in the market and this being only the second pair in the red rubber “Champion” case to be offered in a public auction.



126
HEUER

Timing Board with Dual Mounted Autavia Dashboard Timers | Two stainless steel mounted dashboard timers with Racing provenance, 1970

\$ 12,000-24,000

Vintage watch collectors stare at their watches and wonder about the life they lived. Who was the pilot or diver who wore the Vietnam era Benrus Type-1 watch? Who was the enthusiast who purchased the gold Patek Philippe split second chronograph in the 1920s? Did they time cars, horses or runners, or only wear the watch for their own satisfaction?

For today's collectors, the dream shot is a statement from the original owner describing their use of the watch. In most instances, however, we hope that a Google search will lead us to interesting records or photos. Sometimes, the most that we can hope for is a colorful obituary. We come to expect very limited information about our watches, as we imagine the lives that they lived.

In 2010, vintage Heuer enthusiast Jeff Stein bought a large plywood box (approximately 30 inches by 20 inches) that housed an old Heuer timing board, equipped with a pair of Autavia dashboard timers. Now, some 14 years later, after analyzing some photos clipped to the timing board, two stickers that remain attached, and sheets that show

data from races held exactly 51 years ago – and spending countless hours in racing archives – Stein has assembled the history of the team, and some of the cars and racers, that used this old timing board. Yes, this timing board lived an interesting life – from recording the times of Al Unser's winning Pikes Peak Hill Climb car in 1965 to Clay Regazzoni Formula 5000 Lola in 1973, with multiple appearances at the Indianapolis 500 and other Formula 5000 races in the intervening nine years.

Here, we present a sampling of the archeological highlights of this unique piece of racing memorabilia.

The Heuer timers are the easy part of the story, a matching pair of Autavia dashboard timers from the late 1950s, co-branded with Abercrombie & Fitch, the retail store and mail order supplier that offered top-quality gear to the world's leading adventurers. The Autavias had 12-hour stopwatch capacity; this version had the tachymeter scale printed on the dial, so that racers could convert elapsed time over a measured distance to miles per hour.



A sticker on the bottom right corner of the timing board identifies Eisert Racing Enterprises as the owner of the board. Born in 1931, Jerry Eisert was an independent car builder who seems to have “arrived” in Indy car racing (circa 1964) when he secured the support of J. Frank Harrison, a wealthy businessman from Chattanooga, Tennessee. Eisert built a series of “Harrison Special” racers, always combining sleek lines with aerodynamic innovations. In 1965, Eisert built from scratch a novel “spaceframe” car, which Al Unser drove to win the Pikes Peak Hill Climb.

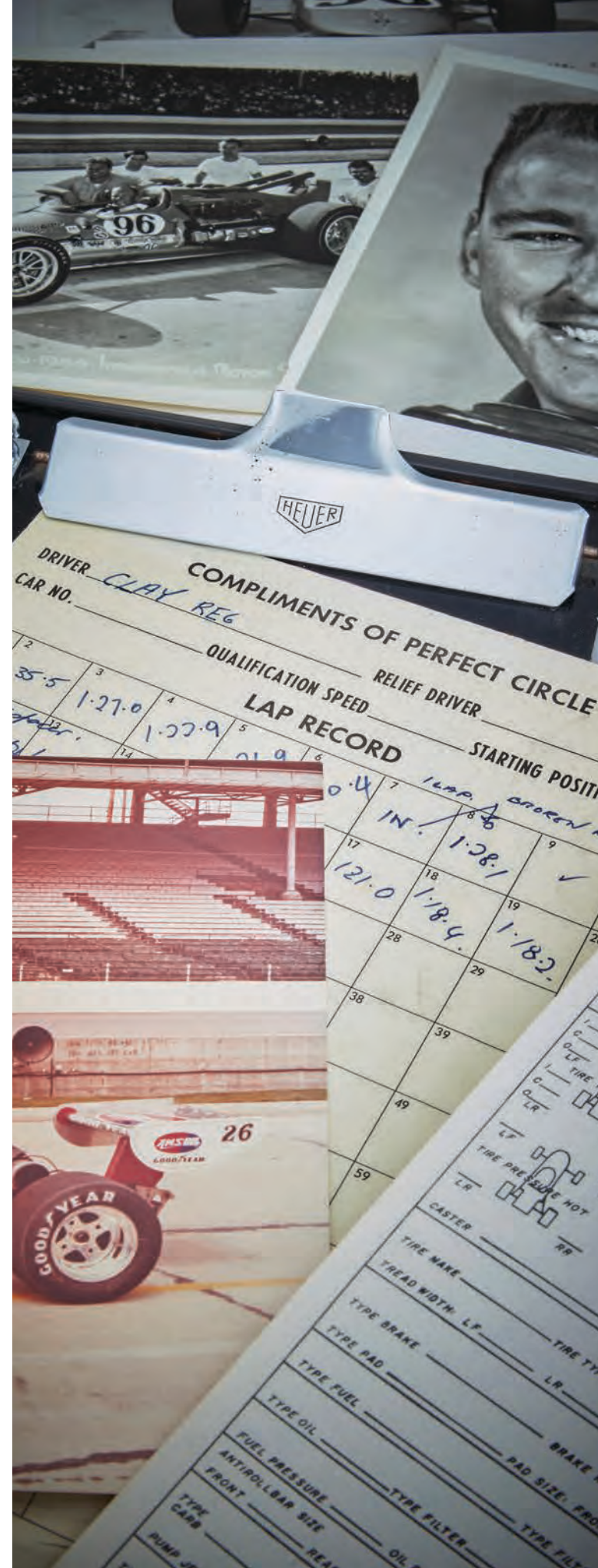
A sticker on the timing board that converts lap times to miles per hour (with its range from 155 MPH to 180 MPH) would confirm its use at Indianapolis in the mid-to-late 1960s. This is when top qualifying speeds jumped from an average of under 150 MPH for the first four years of the decade to 170 MPH for the last four races of the decade.

Records from the Indianapolis Motor Speedway confirm that Eisert Racing entered its first Harrison Special car at the Speedway in 1965, although two drivers (Al Unser and Skip Hudson) failed to make the field. Eisert’s “Harrison Special”, driven by Ronnie Duman, made the field in 1966, qualifying 33rd in the field of 33 cars. Sadly, the car also finished 33rd, the victim of a crash on the very first lap, that took 11 cars out of the race. Still, Eisert and his Harrison Special had made the field and taken the green flag, itself an accomplishment for an independent car builder. Ironically, Eisert received Indy’s 1965 “Mechanical Achievement Award” for his car, even though the car didn’t complete a lap of the race.

Eisert and Harrison took two cars to the Brickyard in 1967, but both cars failed to qualify for the race. The 1967 season marked the end of the partnership between Eisert and Harrison. For the 1968 Indy 500, Eisert served as chief mechanic for the Eagle Ford that Johnny Rutherford drove to an 18th place finish. Later in that season, four Eisert-built cars were in the field at Riverside, with Peter Revson driving one to a 10th place finish. Soon, however, Jerry Eisert would turn his attention to a new brand of racing, known as Formula 5000.

The Sports Car Club of America (SCCA) created the wildly-popular Can-Am racing series in 1966, with the lack of restrictive rules allowing teams to test the limits of prototype engineering and speed (and noise). In 1968, the SCCA created what would soon be known as the Formula 5000 series, for formula cars powered by 5.0 liter engines. The races were competitive, the drivers were charismatic and the sounds of the V8 engines always excited the crowds. Separate series were contested in the United States and England, and by 1973 it was clear that the U.S. series had made it to the top of the racing world, with Jody Scheckter, Brian Redman, Mark Donahue and Peter Gethin finishing atop the championship standings.

Eisert Racing Enterprises made the transition from Indy cars to the Formula 5000 series early in the game, producing “customer cars” starting in the inaugural 1968 season. The timing sheets clipped to the timing board show that Australian open-wheeler Bob Muir drove a LolaT330 for the Eisert team for the 1973 season. Muir often qualified well (for example,



fourth in the Michigan International race), but mechanical problems were the dominant theme of the season, with Muir earning only a single point, for a 30th place finish in the championship.

There were approximately 20 timing sheets clipped to this Heuer timing board when it was purchased by Jeff Stein, and the top sheet under one of the clips indicated that the driver was “Clay Reg”. Indeed, for the last race of the 1973 North American season (September 30), Regazzoni drove for the Eisert team, qualifying third in the Seattle race, behind Redman and Donahue, but retiring with a fuel cell problem after only five laps. Two weeks later, Regazzoni would drive this same car in British Formula 5000 race, at Brands Hatch, finishing 12th.

This timing board, with its matched Heuer Autavia dashboard timers likely dating from the late 1950s, appears to have been retired after the 1973 Formula 5000 season. We can assume that for its future endeavors, Eisert Racing Enterprises would switch over to state-of-the-art Heuer electronic timers, perhaps the bright red Microsplit models first shown in Heuer’s 1973 catalog.

The 1960s saw dozens of teams compete in the top-tier racing series, such as Indy cars and Formula 5000. Each of these teams must have had some sort of “big plywood box” to carry its timing equipment, but few of them survived the intervening decades. Fifty years later, the present lot -- connected to a man who build beautiful cars for leading drivers -- tells its own story, offering a unique perspective on the thrill of motorsports in the 1960s.



127

HEUER

Reference 1158 CHN Carrera | A yellow gold automatic chronograph wristwatch and yellow gold bracelet, Circa 1970

\$ 35,000-70,000



British racer Mike Hailwood and his 1158 Carrera



Widely considered to be the most important model in the annals of vintage Heuer, the 18K gold Carrera reference 1158, and in particular the CHN variant on the solid gold bracelet, are the perfect summary of the indelible link between the celebrated watchmaker and motorsport. Worn by the most celebrated drivers from the golden era of Formula 1 during the 1970s the list of wearers is a who's who of the greatest pilots in an era defined by bravery and dedication.

Launched in 1970 to celebrate the initial public offering by Heuer on the Swiss stock exchange, the reference 1158 already had an illustrious birth before it even came into contact with Formula 1. But it would be Jack Heuer's visionary deal for his namesake company to become technical partners with Scuderia Ferrari in 1971 that would make the solid gold Carrera the watch of motorsport.

The contract between the two great names stipulated that Heuer would provide the Le Mans Centigraph to the team for timekeeping duties for free in exchange for the logo appearing on the car. Furthermore, Heuer had to pay each of the drivers 25,000 CHF for the logo to appear on their racing suit, as well as the drivers visiting the Heuer factory in Switzerland and being presented with a reference 1158.

In an era of names like Niki Lauda and Clay Regazzoni as Ferrari were regaining their position as a top team after a prolonged drought of wins, the move looked prescient. In 1975 Lauda would win the Drivers' and Constructors' Championships for Ferrari after Regazzoni had come so close the year before. Through these racing there would be one watch indelibly connected to the team both through the main drivers but also key team members such as Mauro Forghieri: the 1158.

As the watch became increasingly synonymous with success, more and more driver's wanted to be seen wearing them. As Jack struck deals with teams and pilots, the likes of Mike Hailwood, Mario Andretti, Ronnie Peterson, Arturo Merzario, Derek Bell and more would be seen sporting the incredible watch.

With it's sizeable 39mm case executed in 18K gold and featuring either a purely champagne hued dial as seen on Mario Andretti, or the more distinctive version featuring black subsidiary dials known as the CHN, the watch had all the attributes of the greatest top-of-the-line sports chronographs of the era such as the gold Rolex "Paul Newman" Daytona.

Add to an already magnificent watch the beautifully supple 18K gold Milanese bracelet which doubled the price of an already expensive watch,

and you had a model that was a true show stopper, making it understandable as to why so many drivers chose to wear the watch so often.

As the 1970s continued and the macro economic environment became more challenging, fewer and fewer reference 1158 models were sold, let alone versions on the bracelet. Believed to have only existed in a couple hundred examples, with only a small subset of these presented on the bracelet, finding examples in great condition is a true rarity and explains why, when found on bracelet the watches regularly approach six figure prices.

Nearly a decade ago Sotheby's had the privilege of offering Ronnie Peterson's personal watch on its original bracelet and engraved with a dedication from Jack Heuer on the back, which sold for a then impressive 225,000 CHF. Given the time that has passed since and the increasing interest in watches that are connected to great stories, it represents a truly rare opportunity to acquire an 1158 CHN on its bracelet in standout condition.

TOP: At Ferrari's Fiorano Test Track, Clay Regazzoni & Jack Heuer with 1158CHNs
BOTTOM: Ronnie Peterson wears his 1158CHN outside the John Player Special trailer.





128

HEUER

Reference 1133B Monaco | A rare stainless steel square automatic chronograph wristwatch with date. Owned and Screen worn by Steve McQueen in Le Mans, Circa 1971

\$ 500,000-1,000,000

It is incredibly rare for a watch to cut through into popular culture in a lasting and powerful way. James Bond's Rolex Submariner, the Omega Speedmaster that went to the moon, and the "Paul Newman" Rolex Daytona belonging to Paul Newman himself have all left their marks in the zeitgeist and, particularly the last example, have proven their emotional and financial value.

But to a certain group there is a watch that is elevated above all the others, that produced imagery in both cinematic and photographic form that have reverberated through decades, was associated with the coolest person on Earth of their time, created an icon out of a model that was not initially well received by consumers, and perfectly connected one watchmaker to the universe of motorsport. It is, of course, the Heuer Monaco reference 1133B worn by Steve McQueen during the filming of his passion project Le Mans.

When the collection was launched in 1969 it signaled a new era and direction for Heuer. With its revolutionary case, the first square, water resistant chronograph, housing an even more revolutionary movement, the first commercially available automatic chronograph calibre, it was a tour-de-force in innovation, not just for the company but the entire horological industry.

While visionary creatives such as Stanley Kubrick, Sammy Davis Jr. and Oscar Peterson appreciated the avant-garde design, the broader consumer market did not, and initially sales were disappointing. So in 1970 when Jack Heuer received an unsolicited call from a property master on a movie set in Le Mans saying that Steve McQueen had chosen a Monaco to wear for his character in the film, Jack eagerly seized the opportunity.



(Photo by Bernard Cahier/Getty Images)

PRE-PRODUCTION AT CIRCUIT DE LA SARTHE

It is worth rewinding a bit to understand how Steve made the decision to wear such an unusual watch as driver Michael Delaney. Having been in France from mid-April when the traditional testing day took place in advance of the famous 24-hour race at Le Mans, McQueen had announced he would not be competing personally due to insurance reasons, but he stayed to take part in preparations, including running the cars that would be used for filming as well as defining the wardrobe and other topics of the production.

While the suit that Delaney would wear in the movie was easier to define, Steve wanted to look like a driver he respected deeply: Jo Siffert, the watch on his wrist had to be decided as well to make the hero of the movie absolutely authentic. It was at this time that the property master Don Nunley prepared a table of watches for Steve to choose from, including models from Rolex, Omega, Longines and, of course as the watch of drivers, Heuer. To make the decision-making process easier for the star, and knowing his preference for models on a bracelet, some of the pieces had been fitted with a metal band, even if it was not from the manufacturer itself.

Bev Weston & Steve McQueen on set during 'LeMans'
(Photo Courtesy of: Bevan Weston)



McQueen initially considered the Omega Speedmaster, at which point it was mentioned that it had just gone to the moon and was known as an astronaut's watch. Besides it would look odd to wear Omega when he had a patch on his suit saying Heuer, exactly like Siffert. It was at this moment that McQueen picked up the Heuer Monaco with an aftermarket bracelet, and a handsome blue dial from the table and strapped it on.

This one decision, for the King of Cool, perhaps the most famous person on the planet at that moment, to wear that exact watch would have immeasurable impact on the course of Heuer, TAG Heuer and the Monaco collection across generations. The watch presented here, case number 160'304, is the exact piece that turned the Monaco into a legend.



A SPECIAL REQUEST TO JACK

Once McQueen had decided it was to be a Heuer on his wrist, Nunley made the call to the Heuer manufacture in Bienne, Switzerland to source more pieces for the movie. Able to speak to Jack himself, who was understandably excited about the opportunity to promote a model they were struggling to sell, as well as include timing equipment and other watches in the movie, it was decided to send a shipment directly to the set.

Given the short timeframe and the urgent nature, a Heuer employee Gerd-Rüdiger Lang, was enlisted to drive the crated consignment directly to the circuit during the weekend of the race itself in mid-June. There was an issue clearing customs at the border meaning that two weeks later the correct carnet had to be filed and taxes paid, but fortunately the watches arrived safely.

Among the pieces sent were 20 automatic chronographs, including the vital six reference 1133B models that were required for McQueen, to allow for additional watches for backups, beauty shots etc. A further 11 stopwatches, six manual wind watches, 17 additional timing instruments and two sets of Rally Master dashboard timers were also included.

Once the pieces from the factory were on set, it appears McQueen switched from wearing the example on the bracelet (as he can be seen to be wearing it in one behind the scenes photo during pre-production), to one on a strap. The reason for the change was most likely due to the fact that professional drivers, including the likes of Siffert and Bell who were on set, preferred to wear watches on

Behind the Scenes during filming (Photo Courtesy of: Bevan Weston)





Drivers on set during the filming of 'LeMans' (Photo Courtesy of: Bevan Weston)

a leather strap, which was more comfortable as they got hot while racing. Also, in the event of an accident, a strap would not do any further damage and could be cut off if required.

Used throughout filming and often visible in shots, many of the pieces sent by Heuer saw action, but it is the Monaco worn by McQueen that is clearly the best supporting actor of the movie. While it is difficult to define exactly which watch he wore on screen from the pieces that were present on set, it is clear that all piece with clear, traceable history back to the filming of Le Mans in 1970 have a claim to having been involved in production.

Of the six Monaco models that appear on the invoice from Heuer for those sent to set, all have now become known to the market. Once filming had wrapped, two of the watches went to McQueen:

One with case number 160'503 that he gifted to his business manager Bill Maher as a token of his

gratitude for Maher support during production of the movie

The other, with unknown case number, was given by McQueen to his personal mechanic Haig Altounian, that was the last piece to be publicly sold in December 2020 for 2,200,000 USD.

The other four watches went with Nunley:

Case number 160'903, that eventually found its way to the TAG Heuer Museum

One that was gifted to a friend of Nunley's who then gave it to his son

One that was later sold to a private collector

A further piece that was later sold to a private collector

ANOTHER LIFE IN RACING

What makes the watch presented here so fascinating is not only its status as the watch that resulted in McQueen to wear a Monaco and become the face of the collection, and in some ways Heuer and TAG Heuer as a brand, but also that it has led an extraordinary life after its time in Le Mans.

When production wrapped in autumn of 1970 and the Solar village that had housed the huge crew required for such a movie was dismantled, the props got distributed and sold. Word went around among those that were still present about the deals that could be had, and a young mechanic by the name of Bevan Weston, who was there to support Derek Bell and his number 8 Ferrari, decide to investigate.

At the props office he got a Solar Productions jacket and some Gulf overalls, when his eyes landed on the watches. Enquiring how much they were and the person responsible said they were for sale for a nominal fee, so Weston chose a blue Monaco just like McQueen had been wearing, with a metal bracelet attached.

Bev, as he is known, would go on to have an incredible career as a professional mechanic spanning decades, including acting as crew chief at the Indy 500 for many years on behalf of McLaren, notably in 1971, the year after being on set, where he was working on Peter Revson's car.

To have a watch that was central to a pivotal moment in cultural history at the intersection of cinema and watchmaking, which went on to have a whole other life, traveling the globe to attend races, is perhaps the greatest testament to the incredible significance of the Monaco presented here.

The most historically important Heuer and TAG Heuer watch ever made, the totem to the importance of one of the great watchmakers and its inseparable connection to motor racing.

Sources:

A French Kiss with Dead - Michael Keyser

Le Mans in the Rearview Mirror - Don Nunley

The Time's of my Life - Jack Heuer

Bev Weston wears the 'McQueen' Monaco with the 1979 'Dairy Queen' Penske/Cosworth Car. (Photo Courtesy of Bevan Weston)



Jack Heuer presents Enzo Ferrari
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A 1965 Heuer
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