



TAGHeuer
SWISS AVANT-GARDE SINCE 1860

CARRERA

1964 – 2004

40 years of legend

Carrera –Timeline of a Legend

1964 – The birth of the CARRERA line of timepieces

The first Carrera was a hand-wound mechanical chronograph. Its dial did not have a tachometer (the only inscriptions on the dial being « Carrera » and the « Heuer » logo) but incorporated three registers:

- 3 o'clock: 30 minutes register of the chronograph
- 9 o'clock: perpetual seconds register (seconds of the watch)
- 6 o'clock: hour register of the chronograph

Another version of the chronograph was released at the same time, with an identical dial and two registers:

- 3 o'clock: 45 minutes register of the chronograph
- 9 o'clock: perpetual seconds register (seconds of the watch)

These timepieces shared a common identity, featuring **dials radiating exceptional purity** and accentuated by slender, elegant pointers.

For the first time, a **1/5th of a second scale was engraved on the flange**, making for **excellent readability of short time measurements**.



1965 – The first special CARRERA dials

This was the year that Heuer equipped its Carrera chronographs with different measurement scales for a varying range of applications:

- **Tachometer:** this function was repeatedly integrated in subsequent evolutions of the timepiece, giving this chronograph a secure place in the firmament of motor sports.
- **Decimal scale:** the function was initially used in industrial sectors and was especially useful for measuring short time periods.
- **Pulsemeter:** this function, invented in 1935 by Heuer (invented par Charles-Auguste Heuer in the early 1920s), was later used in the medical field to measure heartbeats.



The different functions of the timepiece accounted for its success among professionals.

1966 – For the very first time, CARRERA chronographs began showing the date on a disc visible through a window on the dial

The first Carrera chronograph to receive a calendar was a model with a single register at 3 o'clock (45 minutes of the chronograph) and the date at 9 o'clock, visible through a window framed by a « silver rectangle ».

This was a **world first: a wrist chronograph with the date on a disc** hidden beneath the dial and visible through a small window.

The beveled display window with its hand-applied rectangular frame further added to its readability, underscoring yet again the fine tradition of « functionality » of the Carrera timepieces.

Before this invention, chronographs had retrograde calendars (date graduated around the circumference of the dial, highlighted by a pointer bearing a crescent moon), but amidst the various registers and tachometers, legibility was at best, nebulous.

This ingenious Heuer technique was to become a standard in modern watchmaking technology.

In 1966, the invention was transferred to a « twin-register » version of the Carrera chronograph, giving a more balanced appearance to the dial:

- 3 o'clock: register with 45 minutes of the chronograph
- 9 o'clock: perpetual seconds register (seconds of the watch)

The calendar was placed at midday, between the name marking and the Heuer logo.



1969 to 1981 – The first CARRERA timepieces with automatic movements

Since 1964 – date of creation of the Carrera line – all Carrera chronographs have been fitted with hand-wound, mechanical movements.

In 1969, the Chronomatic (Heuer Calibre 11) was created, and the Carrera adopted an automatic mechanical movement.

This was yet another world first, for the **Chronomatic was the first automatic mechanical chronograph movement.** Its winding mechanism was fitted with an **offset Microrotor**, a unique feature for a chronograph at that time.

The case and design of the chronograph became much bulkier in order to accommodate its avant-garde movement:

The Calibre 11 was the first to be released, but was soon improved to give birth to the Calibre 12.



From 1969 to 1970, Heuer emblazoned the name of its movement on every timepiece adopting the Chronomatic system:

- Carrera
- Monaco
- Autavia

The dials were stamped with the **Heuer logo and surmounted by the word « Chronomatic »**.

Beginning in 1970, and until the end of production of this Calibre in 1981, the dials had the name of the timepiece placed above the Heuer logo with the wording « Automatic chronograph » as well as a crown at 9 o'clock and a date display window at 6 o'clock. These were the only means of identifying this legendary Calibre amidst the other chronographs of the brand.

The worldwide success of this timepiece prompted the creation of a number of **limited series gold timepieces** (total of 150 timepieces) launched in the 1970s. They coincided with the partnership between Heuer and the Scuderia Ferrari (from 1971 to 1979) and every Ferrari driver during that period received one of these chronographs:

- Carlos Reutemann (1977 & 1978)
- Clay Regazzoni (1970 to 1972, then 1974 to 1976)
- Jacky Ickx (1971 to 1973)
- Niki Lauda (1974 to 1976)
- Mario Andretti (1971 & 1972)
- Gilles Villeneuve (1977 to 1979)
- Jody Scheckter (1978 & 1979)

Drivers of other teams who were ambassadors of the brand also received chronographs:

- Jo Siffert (1971 on BRM)
- Ronnie Peterson (1971 & 1972 on STP March)
- Emerson Fittipaldi (1974 on McLaren)
- Dennis Hulmes (1974 on McLaren)
- John Surtees (1974 on Pace-Mass)

Demonstrating a timeless bond to motor sports, **these automatic versions of the Carrera chronograph were all fitted with a tachometer on the flange of the dial as well as a 1/5th of a second scale outside the dial.**

1970 – a new generation of hand-wound CARRERA mechanical chronographs

With the success of the automatic version of its Carrera chronograph, Heuer decided to give its customers and prospective customers the opportunity to acquire a Carrera chronograph at a more affordable price.

This saw Heuer return to the mechanical versions of its Carrera chronographs but the watchmaker nevertheless retained the design features of its cases to stay true to the family of models launched in 1969 and equipped with the « Chronomatic » movement.

The timepieces were easily recognized by the absence of a crown at 9 o'clock (as with the Calibres 11 and 12), and by its more traditional position at 3 o'clock, between the push-buttons of the chronograph. Needless to say the wording « Automatic Chronograph » no longer appeared on the dial.

The timepiece was released in three 3 versions:

- **Two registers without date:** 30 minutes register of the chronograph at 3 o'clock / perpetual seconds register at 9 o'clock
- **Two registers with date:** 30 minutes register of the chronograph at 3 o'clock / perpetual seconds register at 9 o'clock / calendar at 6 o'clock
- **Three registers without date:** 30 minutes register of the chronograph at 3 o'clock / perpetual seconds register at 9 o'clock / 12-hour register of the chronograph at 6 o'clock





1972 – The Carrera adopts the Calibre 15 from Heuer

The Carrera now adopted the Calibre 15, a variation of the Calibre 12.

As with its predecessor, the Calibre 15 is identified by its crown at 9 o'clock, its date at 6 o'clock and its two registers. Rather than being directly opposite to each other at 3 o'clock and 9 o'clock, the perpetual seconds register is somewhat off-center, and positioned at 10 o'clock:

- 3 o'clock: 30 minutes register of the chronograph
- 10 o'clock: perpetual seconds register (seconds of the watch)

Some of these timepieces were designed for the amateur and competition sailor alike, with the register at 3 o'clock clearly divided into brightly-colored, 5-minute segments, the key timing standard used in regatta boat racing.



1974 – the Carrera adopts a more ergonomic design

1974 heralded a new design for the Carrera, one that did not however supplant the design features started in 1969. The case borrowed many of the characteristics of the latter, becoming thicker and more « futuristic » in shape but retaining its ergonomic lines with a slightly oval bezel and a case that concealed the horns so that they were fully enclosed and an integral part of the case itself.

This new version, with its amazing « Chronomatic » movement, was produced until the end of the 1970s.



1978 – The Carrera welcomes the Quartz age

The Carrera embraced the quartz revolution with the launch of two models. Both timepieces mirrored the lines of the Carrera case from 1969:

A digital and an analog chronograph:

- Uncluttered dial
- Wide flange
- Crown at 3 o'clock
- Analog « time-of-day » function
- The digital functions (LCD) were accessed by two push-buttons at half past three and at half past eight respectively:
 - o Day of the month
 - o GMT
 - o Hours / minutes chrono

This timepiece was produced in a gold-plated and a steel version with two types of dials (black and silver).

Analog wristwatch

- Uncluttered dial
- No flange
- Crown at 3 o'clock
- Analog « time-of-day » function
- Calendar at 3 o'clock (date in beveled display window, highlighted by hand-fitted markings)

This timepiece was produced in a steel version with two types of dials (black and silver).





1996 – Renaissance of the Carrera

In 1996, (Heuer was now TAG Heuer) the brand launched a hand-wound mechanical chronograph that remained true to the very first Carrera models of 1964:

- Chronograph with three registers as well as a date display window in contrast to the former version
- Uncluttered dial
- 1/5th of a second graduation scale on the flange
- Blue decimal scale on the dial
- Beveled, « baton » pointers, both slender and elegant
- Crown at 3 o'clock
- Over-sized chronograph push-buttons
- Crystal instead of Plexiglas

A wristwatch version was later released, followed by a GMT version.



2002 and 2003 – The current collection of TAG Heuer Carrera timepieces

Modernized to suit today's lifestyle but remaining loyal to the purity and beauty of the original design features, the chronograph was again released in 2002:

- A much larger case
- Sapphire crystal replaces the Plexiglas
- Once boasting hand-wound movements, these chronographs now have automatic movements
- The timepiece has all the characteristics that marked its revival in 1996.

In 2003, it was time for the « wrist chronographs » to receive the same facelift. Only the « GMT » models, now called « Twin-Time » were redone. As with the chronograph, this « redesign » included:

- A much larger case
- Sapphire crystal replaces the Plexiglas
- Once boasting hand-wound movements, these chronographs now have automatic movements