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## [Hublot 'Big Bang Ferrari Magic Gold': A new Ferrari watch](#)

### **Lead**

Gold is a soft metal. For all its lustrous beauty and high value, it can scratch easily – hence its subordination to titanium and stainless steel in sports watches. Not so the all-new piece from official Ferrari watchmaker Hublot, which is made of 'Magic Gold'.

The 'Big Bang Ferrari Magic Gold' from Hublot is 18 carat gold, sure enough. But, via a secret, patented process, a mixture of ceramic is introduced to the case material thus endowing it with the scratch-resistance of titanium.

That's 1000 Vickers, to be precise, using the global standard for measuring hardness.

The HUB 1241 movement is encased within this 'survival cell'. Ferrari branding in red lies on the side of the case, and the link with the great Maranello manufacturer is reinforced not only because of its high-tech design and components, but also via the design of a winding rotor that recalls the wheels of the latest Italian GT.

Photo: Hublot

### **Gallery**

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