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### Formula E Driver Jean-Eric Vergne Becomes First HYT Brand Ambassador

BY JORDAN WASHINGTON SMITH | JUNE 29, 2015

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The upstarts at HYT have always dared to do things a bit differently, which is why it made sense for the ambitious watchmaker to seek out a brand ambassador that embodies the same youthfulness and daring that allows it to stand out among its peers. For its first brand ambassador, HYT has chosen FIA Formula E driver Jean-Eric Vergne.

For CEO Vincent Perriard, the decision was obvious after only a few short meetings with the young driver. According to the brand, Vergne is talented and ambitious, yet humble. He also possesses a deep rooted passion for mechanics and technical excellence, both of which are very important qualities to HYT.

"As a racing driver, I understand the importance of superior mechanics so I'm delighted to be aligned with such a high tech swiss watch company," says Jean-Eric Vergne. "HYT is only three years old, and having already won a number of awards, I am proud to be a part of the HYT story as their brand ambassador. I am passionate about the product and the technology behind it, and having met everyone behind the brand, I already feel a part of the HYT family."

HYT will support Vergne on his latest FIA Formula E race during the 2015-2016 season.

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