



EASY

With this month's BikeFest (October 3–6), Las Vegas is the perfect setting for motorcycle enthusiasts who want to hit the open road and explore the area's canyons and valleys with a watch that keeps pace.

TIMER

By Roberta Naas | Photography by Jeff Crawford/Big Top Studio

Motorcyclists will tell you there are few sensations like being one with a perfectly tuned machine that hugs the curves and zooms down straightaways as you navigate the world on two wheels. Most of these lovers of mechanical perfection also appreciate exciting watches that embrace their lifestyle and can time their drives. “Motorcycle riders are passionate about their accessories, their brands, and their watches,” says watch industry veteran Ron Jackson. “For these people, the watch is more than a look. It is about performance.” Jackson is an avid rider who has made many treks through Vegas and its surrounding desert. “Motorcycling is a passion,” he says, “and when you ride, you become one with the bike. You’re not just on top of a machine; you are transformed by it: Your senses are heightened, you feel the temperature changes, you have a keen sense of smell as you pass from desert to canyons, and you have a panoramic view because you’re unencumbered by car frames and mirrors. You are just more alive.” Trust in the machine, he adds, is a must.

It is that passion for and faith in machinery, embraced by so many racers and riders, that stokes their desire for a timepiece that puts the same spirit on their wrist. For this reason, many brands in the high-tech world of watchmaking are now rallying with the fast-paced world of motorcycles.

The **Tudor** Fastrider Chronograph (\$3,875) features a 42mm steel case and is offered with a red-and-black-striped fabric strap to emulate Ducati, for which Tudor has been the official timing partner since 2011. *Wynn & Company Watches, 702-770-3520; tudorwatch.com*

From Harley-Davidson Timepieces by **Bulova**, this stainless steel Spider watch (\$475) is an automatic timepiece with a black multilevel spoke-pattern dial and luminous hands and markers. The steel case features a rotating ratchet bezel with a black and orange anodized aluminum insert. *Las Vegas Harley-Davidson, 702-431-8500; bulova.com*

This **Tissot** T-Race MotoGP Limited Edition 2013 Automatic watch (\$1,425) features a bezel that emulates a brake disk, a crown protector recalling a brake caliper, and a cooling vent created by grooves in the dial—all underscoring Tissot's position as the official timekeeper of MotoGP. *Berger & Son, Fashion Show, 702-737-7118; tissot.ch*

Slim-fit, zip-front, 100 percent lambskin leather jacket with double-zip neck, **John Varvatos** (\$1,898). *The Forum Shops at Caesars, 702-939-0922; johnvarvatos.com*

“Motorcycle riders are passionate about their accessories, their brands, and their watches. For these people, the watch is more than a look. It is about performance.”—Ron Jackson

While some watch brands coordinate with top motorcycle companies to create timepieces in their name, others align themselves with legendary races and rallies as the official timer, or partner with brazen motorcycle racers who shift into gear as brand ambassadors. The result is generally a rugged high-tech watch that salutes the speed, precision, and style of high-performance bikes.

Tissot has been the official timekeeper of MotoGP—the premier class of motorcycle racing—for more than a decade, and the brand unveils at least two limited-edition MotoGP watches each year. It also boasts racer Nicky Hayden as an ambassador, and created a limited-edition timepiece in his honor.

Tudor, a sibling brand of Rolex, aligns itself closely with the Italian motorcycle company Ducati and has been its official timing partner since 2011. At that time, Tudor released the Fastrider collection to honor the relationship, and today the line continues to evolve. When the top-quality affordable brand made its US debut last month, it unveiled its newest Fastrider Black Shield (\$2,500), as well as the customized, one-of-a-kind Diavel Carbon motorcycle watch (\$5,000), with a matte black finish and signature red details, which it built in collaboration with Ducati.

Partnering with Harley-Davidson, Bulova offers a complete collection called Harley-Davidson Timepieces. Each stainless steel design features distinctive cycle-inspired styling and graphics that recall the look of America’s own bike. Similarly, TW Steel recently announced a global partnership with Yamaha Factory Racing. According to Jordy Cobelens, CEO and co-owner of TW Steel, motorbikes and their huge following are an area the brand wants to expand into. Not only is TW Steel licensed to create Yamaha Race watches; it’s also the official sponsor of the Yamaha Factory Racing Team. The



TOP: Cvstos’s Challenge Dani Pedrosa watch, created in a limited edition of 26 in collaboration with the Spanish racing star, displays the power reserve on a fuel gauge. *Roman Times at the Forum Shops, 702-733-8687; cvstos.com.* BOTTOM: Tudor incorporated pushers in this chronograph to make measuring short periods of time easy and precise.



From **Luminox**, this Special Edition 1140 Series watch (\$1,400), created in a limited edition of 999 pieces worldwide, is the timepiece of choice for Swiss racer Djoka Nilovic (Nilo), a participant in the Swiss Ducati Challenge race series in Europe. *Tourneau, The Forum Shops at Caesars, 702-732-8463; luminox.com*

This **TW Steel** Yamaha Tech watch (\$739) is crafted in steel with a 45mm case and celebrates the partnership between TW Steel and the Yamaha Racing Team. *Mojitos, Wynn Las Vegas, 702-770-3545; twsteel.com*

brand will be crafting several new models, retailing for \$350 to \$700.

“In designing the watches, we reference everything back to the racing machines, because this is the most powerful tool we have: the quality of the bike, the engineering,” says Cobelens. “We add the official Yamaha logo on the blue strap, too, because Yamaha lovers like to show off their love of the bikes.”

Other relationships in the world of motorcycling include those of Luminox and Invicta, which have brand ambassadors in the field and create affordable watches in their honor. Luminox is the watch of choice for Swiss racer Djoka Nilovic (Nilo), and Invicta is the preference of Czech MotoGP racer Karel Abraham. TAG Heuer also produces a limited-edition Federation Internationale de Motocyclisme TAG Heuer Formula 1 Chronograph in honor of MotoGP racing.

In contrast to these under-\$5,000 motorcycle-inspired watches is an extremely limited-edition collection of timepieces created by Cvstos in collaboration with Spanish MotoGP racer Dani Pedrosa. These exclusive Challenge Dani Pedrosa watches are priced at \$22,000 each, and the series is limited to 26 pieces (Pedrosa’s number) in titanium and in orange aluminum. This automatic chronograph watch features subdials that resemble brake disks, push buttons that recall a handlebar, a power reserve indicator that looks like a fuel gauge, and an oscillating weight in the shape of spoked wheel rims.

While motorcycle-inspired design and attention to detail is what most of these watches have in common, the particulars run the gamut. Some use motorcycle parts such as rotors, brakes, and calipers in their design; others employ high-tech cycle materials like carbon fiber, titanium, and rubber. And color also plays a critical role in bringing to life these sleek machines for the wrist. Ride on.

For more watch features and expanded coverage, go to vegasmagazine.com/watches. **V**

This **Invicta** Subaqua Nitro (\$1,995), the preferred watch of Czech MotoGP racer Karel Abraham, is a quartz chronograph with a unidirectional bezel and luminous hands. *Macy’s, Fashion Show, 702-731-5111; invictawatch.com*

Asymmetric zip-front, 100 percent lambskin leather jacket with wire insert edges (\$1,998) and suede fingerless cashmere-lined gloves (\$195). **John Varvatos.** *The Forum Shops at Caesars, 702-939-0922; johnvarvatos.com*

STYLING BY TERRY LEWIS; LEATHER JACKET AND GLOVES COURTESY OF JOHN VARVATOS

