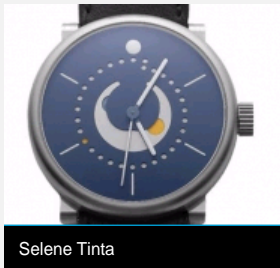




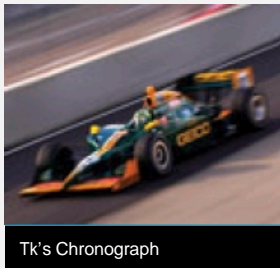
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WATCH OF THE DAY



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Tk's Chronograph

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TK'S CHRONOGRAPH

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By Jan Tegler

Passion is something Tony Kanaan has in spades—for racing and for watches. Consider a few facts about the Brazilian-born hot-shoe popularly known as TK.

His first timepiece was the classic Casio CFX-400 scientific calculator watch.

He was the first driver in major auto racing history to complete every lap of every race for an entire season on his way to winning the 2004 IndyCar championship.

The first watch he ever purchased with his own money was a TAG Heuer 6000 Senna Limited Edition (created for TAG Heuer ambassador and racing legend Ayrton Senna). At the time, early in his professional career, Kanaan didn't own an automobile or even have a conventional residence.

In early September he was racing one of his cars at the Baltimore Grand Prix when he had a brake failure. During the morning warm-up session his number 82 KV Racing Technology-Lotus Indy car was traveling at 170 mph when he made contact with the number 3 Team Penske Indy car of fellow driver Helio Castroneves. Kanaan's car catapulted over Castroneves' machine and sailed into a tire barrier at turn one in a frightening crash that completely destroyed the car.

But just over eight hours later he stood on the podium, having earned a miraculous third-place finish after starting at the back of the twenty-eight-car field.



Now that's passion.

It's a quality that has made Kanaan one of the most popular, most well respected drivers in the world. And it's an attribute he actively sought out when partnering with a watch company.

Like many famous racing drivers, including several of his IndyCar competitors and his hero Ayrton Senna, TK had for years been sought-after as a watch brand ambassador. However, being the thoughtful timepiece collector that he is, and having a unique perspective on racing and watches, Tony had a number of criteria he wanted met before partnering with a brand.

"The companies we talked with before always said something like, 'this is our watch brand' and we're going to incorporate your brand into it."

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market, the world of racing and automotive enthusiasts.

Designed with a unique 44 mm asymmetric case, the



Racing had hoped (Kanaan finished in 28th position after a mechanical failure), version-three of the watch design may be the best yet.

The latest edition refines the quartz-powered chronograph further with a sleek new ceramic bezel atop a black steel case, replacing the PVD steel-topped/six satin-finished screws version that preceded it. Kanaan's TK logo and race number 82 are emblazoned at four and eight o'clock on the watch's charcoal-sunray dial and are bisected by the same yellow and green racing stripes found on his Indy car.

name with it," TK explains. "I always replied, 'No offense but I want to be able to say that I really created my watch together with a watch company.'"

"Luminox really had the passion," Kanaan continues. "I haven't met anyone in the watch business that would really sit down and talk about a watch. "I knew right away when I met [Luminox co-CEO] Barry [Cohen] that this was going to be right."

TK partnered with Luminox in 2009, and the chronograph that resulted gave the military/outdoorsy brand an entrée to a new

first limited edition version of the Tony Kanaan chronograph incorporated the signature blue and orange colors integral to Kanaan's helmet livery for most of his career. With the second version in 2010 he added new green and yellow colors, reflecting a change in his livery to echo the colors of his native Brazil. Fortuitously, the hues matched the livery of KV Racing as well, which he joined this year.

Sonoma race

We caught up with TK and Luminox founder and Co-CEO Barry Cohen for round fourteen of the 2011 IndyCar season and the debut of the third version of the limited edition model at the Indy Grand Prix of Sonoma in northern California. While the race didn't go as well as Kanaan and KV



Fun and Affordability

"It was important to me that my friends and fans be able to buy my watch," Kanaan stresses. "Some of my friends in racing like Rubens Barrichello and Felipe Massa who race in Formula One have deals with other watch companies for their own watches (Audemars Piguet, Richard Mille). But our friends who don't race, they can't afford a twenty-thousand dollar watch. And, those guys wouldn't give their friends a ten or twenty thousand dollar watch either. So then, what's the fun of it?"

For Tony Kanaan, partnering with Luminox to create a watch he can be proud of is more than an ego-boost, it's reflective of his enthusiasm for racing and his appreciation for what he has achieved —difficult though his rise through the ranks of professional racing was. That brings us back to the first timepiece TK ever purchased himself. As this anecdote which took place while Kanaan was racing in the Formula Europa Boxer series makes clear, he loves watches.

"The first watch that I bought, the TAG Heuer, I bought it when I was racing in Italy. I lived in the team's race shop. I didn't even own a car. I bought it with my first prize-money for winning a big race. I won about 3,000 euros and I spent \$2,800 on the watch. I still have that watch today. That was 1993."

He inherited his love of watches and racing from his father. But while his dad was fond of vintage timepieces, Tony prefers modern, large-case watches like his newest Luminox chrono. Fifth in the IndyCar championship after the Baltimore GP, Kanaan aimed to move up as far as possible in the point standings and to continue to share his excitement for racing and watches with his fans the world over.

"We do an autograph session for an hour every weekend that we are at the track racing, he says. "Every single autograph session there are six or seven guys that look at my wrist and say, 'Oh, nice watch!' I tell them, 'That's my watch.' Then they say, 'Well you're a race driver. I wish I could afford one.' I say, 'You can!' That's what's cool about it."

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