



## Westime Beverly Hills Celebrates Luxury Cars and the Watches They Inspire

*Annual Rodeo Drive Concours d'Elegance brings new and vintage autos to the city  
for Father's Day*

**Beverly Hills, Calif.** – June 18, 2010 – The 2010 Rodeo Drive Concours d'Elegance, taking place Sunday, June 20, 2010, will unite more than 100 new and collectible luxury automobiles on Beverly Hills' most famous shopping street. In celebration of the annual Father's Day event, Westime Beverly Hills will extend its business hours and showcase its selection of men's watches that are inspired by high performance cars.

“With a fantastic display of vehicles at Westime's doorstep, this Sunday will be the ideal day to see the enduring connection between great cars and luxury watches,” says Greg Simonian, president of Westime. “From timing famous automobile races, to sharing engineering technology, to appealing to lovers of beautiful design, watches and cars form a perfect partnership.”

Among the car-themed watches that Westime Beverly Hills will have available are:

- The **Blancpain** Super Trofeo, inspired by Lamborghini
- The **Breitling** for Bentley collection
- **Hublot's** limited edition Big Bang Aryton Senna, which supports the former Brazilian Formula 1 champion driver's charitable foundation
- **Richard Mille's** RM 011 Felipe Massa Flyback Chronograph, which Ferrari's Formula 1 driver wears while racing
- The **TAG Heuer** Carrera, which launched in 1963 as tribute to the gentlemen drivers of races like the Carrera Panamericana

On Sunday, Westime Beverly Hills will open from 10 am to 5 pm. It is located at 254 North Rodeo Drive, Beverly Hills, Calif., 90210. For more information, please call the boutique at (310) 271-0000 or email [beverlyhills@westime.com](mailto:beverlyhills@westime.com).

### **About Westime:**

For more than two decades Westime has distinguished itself as the ultimate retail destination specializing in extraordinary watches. Its two boutiques display the collections of more than 50 Swiss watch brands that represent the best of traditional watchmaking as well as the new guard in haute horlogerie. Westime is frequently cited as one of a dozen multi-brand retailers in the world that influences trends in the watchmaking industry. For more information, visit [www.westime.com](http://www.westime.com), call (310) 470-1388, or email [info@westime.com](mailto:info@westime.com).

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