

PRESS RELEASE

## PHILLIPS TO OFFER THE ROLEX DAYTONA OF FORMULA ONE TRAILBLAZER JEAN-PIERRE JABOUILLE IN THE NEW YORK WATCH AUCTION:XII

**“Big Red” Daytona Ref. 6265 with Engraving "Die To Drive" Commemorates the Champion Driver's Historic French Grand Prix Victory of 1979, With the Timepiece Remaining in the Jabouille Family Collection for Nearly Five Decades**



**ROLEX, Cosmograph “Big Red” Daytona Ref. 6265**  
Estimate: \$50,000-100,000



Jean-Pierre Jabouille celebrates his victory on the podium at the 1979 French Grand Prix.  
DANIEL JANIN/AFP via Getty Images.

NEW YORK – 6 MAY 2025 - Phillips is honored to announce the sale of a historic Rolex Cosmograph “Big Red” Daytona Ref. 6265, which was a cherished part of French Formula One Champion Jean-Pierre Jabouille's personal collection for nearly fifty years. Upon Jabouille's complete triumph at the French Grand Prix of 1979, the auto manufacturer Renault gifted him a watch befitting of such a momentous accomplishment. The Rolex was a celebration of both the company's first-ever win in the sport, as well as the first-ever win for a French car and racing team. Underscoring the significance of the achievement, Renault engraved the following dedication on its caseback—“DIE TO DRIVE – RENAULT F1 – J.P.J. 79”. Estimated at \$50,000 to \$100,000, the watch will be offered in The New York Watch Auction: XII on 7-8 June 2025.

**Paul Boutros, Deputy Chairman and Head of Watches, Americas**, said, "Truly exemplifying the Rolex adage, 'Every Rolex Tells a Story,' the present Daytona is an extraordinary example with an incredible motorsport provenance. A pivotal moment in Formula One racing, Jabouille was the first driver to win a race in a turbocharged car, an accomplishment that, without a doubt, paved the way for the future of the sport. With its emotional engraving that will set anyone's heart racing, the watch commemorated both the individual success of Jabouille alongside the national pride across France. Offered with a hand-written letter written by his son, this Rolex has been a cherished part of the Jabouille Family collection ever since.

Launched in the late 1960s, the references 6265 was one of the models that replaced the first Oyster Cosmograph model, reference 6240. It was introduced to the market in 1969 and ceased production in 1987. Compared to the first generation of the Cosmograph Daytona, the model featured screw down pushers and thus carried the "Oyster" designation on the dial, offering improved water resistance. With a case dating to 1972 and fitted with its original and extremely desirable 'millerighe' mark I pushers, it was gifted by Renault in 1979, when the "Big Red" Daytona dial, correct for 1979, was very likely fitted to a "new old stock" watch at the time of sale.



Jabouille was considered a pioneer in the sport, and the watch being offered by Phillips embodies many of his qualities, including his trailblazing spirit, which genuinely reshaped the sport and helped advance the technology of Formula One cars to what they are today. As described in the accompanying letter, hand-written by his son, the consignor of the watch, *"I remember vividly the day he told me the story of this watch. It wasn't just about winning, it was about daring to believe in something revolutionary, about refusing to accept the limits. That spirit, 'Die to Drive', is engraved on the case, but it's also engraved in our family's legacy."*

Throughout his career, Jabouille participated in 50 races and went on to win two Grand Prix: France in 1979 and Austria in 1980. Eventually, he would work with Peugeot in the world of endurance racing until 1995 before creating his own team, Jabouille-Bouresche Racing, a company in which he would have an active role until 2004.

Having served as a cherished "trophy" for Jean-Pierre Jabouille and his family, this remarkable and historic Daytona can certainly be considered an ultimate trophy watch for the discerning collector.

**Auction:** 7-8 June 2025

**Auction viewing:** 4-6 June 2025

**Location:** 432 Park Avenue, New York, NY 10022

**Click here for more information:** <https://www.phillips.com/auction/NY080125>

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The team of specialists at Phillips Watches is dedicated to an uncompromised approach to quality, transparency, and client service. Phillips in Association with Bacs & Russo holds the world record for the most successful watch auction, with its Geneva Watch Auction: XIV having realized \$74.5 million in 2021. The annual total for watch auctions in 2024 exceeded \$212 million, marking the first time any auction house's Watches department has surpassed \$200 million in annual sales for four consecutive years.

Record-breaking prices include:

1. Paul Newman's Rolex "Paul Newman" Daytona reference 6239 (CHF 17,709,894 / US\$17,752,500) – New York Auction: Winning Icons – 26 October 2017 – Highest result ever achieved for any vintage wristwatch at auction.

2. Patek Philippe reference 1518 in stainless steel (CHF 11,020,000 / US\$11,112,020) – Geneva Watch Auction: FOUR – 12 November 2016 – Highest result ever achieved for a vintage Patek Philippe wristwatch at auction.

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*\*Estimates do not include buyer's premium; prices achieved include the hammer price plus buyer's premium.*

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