



COLLECTOR'S REFERENCE

The Complete Guide to the TAG Heuer 2000 Series

Everything we know about the TAG Heuer 2000 series in one place, from the 1982 launch to every reference number and what each one typically sells for in the UK.

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- ◆ Every reference number, with typical UK prices
 - ◆ How to read references, with two simple mnemonics
 - ◆ History, generations and model lines
 - ◆ Authenticity checks, parts and servicing

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Prices in this guide are typical UK asking prices observed in October 2026 and are a guide only. For an offer on your own watch, [use our sell form](#) at 973watchco.co.uk.

CHAPTER 1

Quick reference

The essentials on one page. Every item is explained in full later in the guide.

Reading old references (1982 to early 1990s): My Dog Sleeps

Format: three digits, a full stop, three digits. Example **962.006**.

WORD	STANDS FOR	POSITION	IN 962.006
My	Model	First three digits	962
Dog	Dial or variant	Digit after the full stop	0
Sleeps	Size	Last two digits	06, largest men's

Size codes: 06 largest men's · 13 mid-size · 15 boy's or large ladies' · 08 ladies'

Reading new references (from about 1992): Tom's Shark Makes Swimmers Move Down Below

Format: letters, four characters, then a bracelet code. Example **WN1112.BA0337**.

WORD	STANDS FOR	COMMON CODES
Tom's	Type	W watch · C chronograph
Shark	Series	E first generation · K second generation and Classic · N Exclusive
Makes	Movement	1 quartz · 2 automatic · 5 automatic chronometer
Swimmers	Size	0 large men's · 1 men's · 2 medium · 3 ladies' · 4 small ladies'
Move	Material	1 steel · 2 steel and gold plated
Down	Dial	No fixed pattern
Below	Bracelet	BA steel bracelet · BD two-tone bracelet

The generations at a glance

YEARS	GENERATION	REFERENCES	HOW TO SPOT IT
1982 to about 1994	First generation	962.006 style, then WE	Mercedes hour hand, lollipop seconds, aluminium or six-grip bezel
From 1995	Second generation ("Professional")	WK, CK	12-sided bezel, metal marker surrounds, oversized 12
From 1998	2000 Classic	WK, CK	Continues the established design
From 1998	2000 Exclusive	WN, CN	Heavier bezel, oversized numerals
2004 to 2005	2000 Aquaracer, then Aquaracer		"Aquaracer" on the dial

Typical UK asking prices, October 2026

WATCH	TYPICAL ASKING PRICE
First generation quartz, men's	£200 to £400
First generation mid-size and ladies'	£175 to £325
Quartz chronographs	£300 to £500
Super 2000 automatic chronographs	£425 to £550
Second generation ("Professional") quartz	£300 to £450
Automatics, three-hand	£450 to £700
2000 Exclusive quartz	£300 to £475
Non-running quartz	Roughly a third of a running example

A short history of the 2000 series

Before the 2000: the Heuer 1000

Heuer's first dive watch was the 1000 series, introduced in 1978 and mostly made as three-hand watches. It set out the formula the 2000 would build on: a rotating bezel, protection for the crown and a robust case made to be worn every day.

1982: the launch

The 2000 series arrived in 1982. TAG Heuer describes it as a completely new look compared with the 1000, with a flatter case. It kept the guards around the crown and replaced the 1000's jubilee-style bracelet with a new design. Early watches came with one of two bezels: a flat bezel with an aluminium insert and knurled edge, or a steel bezel with six raised grips.

According to TAG Heuer, the 2000 was the first of its watches built around its "six features" philosophy for sports watches. One commonly quoted version of the six is water resistance to 200 metres, a screw-down crown, a double-safety clasp, a unidirectional bezel, a sapphire crystal and luminous markers.

The first generation came with quartz and automatic movements, as three-hand watches and chronographs, and in sizes from large men's to ladies'.

1985: Heuer becomes TAG Heuer

In 1985 Heuer was taken over by Techniques d'Avant Garde (TAG), and the dials changed from Heuer to TAG Heuer. Watches from the changeover years can carry either name, and occasionally elements of both. The Super 2000 automatic chronograph belongs to this era: collectors associate reference 165.806 with Ayrton Senna, reportedly worn by him at the 1989 Brazilian Grand Prix. The Super 2000 was phased out in 1994.

Around 1992: new reference numbers

TAG Heuer replaced its six-digit references with the letter-and-number system it still uses. The first-generation 2000 took WE references, so watches from these years often have an old number on the box and a new one on the caseback.

1995: the second generation

The second generation brought WK references, a 12-sided bezel, metal surrounds on the hour markers, an oversized 12, a Mercedes-style hour hand and a lollipop seconds hand. Many have "Professional" on the dial, which is why buyers call them the TAG Heuer 2000 Professional.

1998: Classic, Exclusive and Sport

The range split into the 2000 Classic, the dressier 2000 Exclusive (first seen in the 1999 catalogue) and the short-lived 2000 Sport, which sources say was dropped in either 2000 or 2002. Specialist models followed, including the Classic Multigraph with a digital display, the larger Aquagraph and a solid gold Exclusive. In 1999, TAG Heuer itself was bought by LVMH.

2004 to 2005: the Aquaracer

The final chapter began in 2004 with the "2000 Aquaracer". Within about a year the 2000 name was dropped and the line became the Aquaracer, which TAG Heuer says was based on the 2000 Exclusive. Early Aquaracers can still be found with "Professional" on the dial.

Generations and model lines

Use this chapter to identify a watch when you can't read the caseback, or to check that a watch's details fit its reference.

WHAT YOU SEE	MOST LIKELY
Six-digit reference such as 962.006	First generation, before about 1992
Heuer on the dial, not TAG Heuer	First generation, before 1985
WE reference, Mercedes hour hand, lollipop seconds	First generation, from about 1992
WK reference, 12-sided bezel, metal marker surrounds	Second generation, from 1995
WK or CK reference from 1998 onwards	2000 Classic
WN or CN reference, heavier bezel, oversized numerals	2000 Exclusive, from 1998
"Aquaracer" on the dial	The successor line, from about 2004 to 2005

The TAG Heuer 2000 Professional

"Professional" is printed on the dials of many second-generation watches, and it's the name most buyers use for them. TAG Heuer didn't sell the Professional as a separate line, but in practice it means the WK watches from 1995 with the 12-sided bezel.

The TAG Heuer 2000 Classic

The Classic continued the established 2000 design after 1998, with WK three-hand and CK chronograph references, and included the Classic Multigraph.

The TAG Heuer 2000 Exclusive

The Exclusive is the more substantial, dressier version: a heavier bezel, restyled hands and oversized numerals. It carries WN (three-hand) and CN (chronograph) references and was made in quartz, automatic and chronograph versions, ladies' sizes and solid gold. It became the basis for the Aquaracer.

Finding the reference and serial number

Every 2000 has two codes on the caseback:

	REFERENCE NUMBER	SERIAL NUMBER
Identifies	The model	Your individual watch
Shared with other watches?	Yes	No
Example	962.006 or WK1110	A short mix of letters and digits

Where to look. The reference is normally engraved at the top of the caseback, with the serial directly beneath it. The reference is often printed on the box, warranty card or receipt too.

Two numbers that don't match. Watches made around the early 1990s changeover often have an old-style number on the paperwork and a new-style number on the caseback. Collectors pair 962.006 with WE1110, for example. That's normal.

Dashes and letters. Suffixes such as WE1110-2 or 962.006-R mark running changes or variants of the same model, not years.

Worn engraving. Clean the caseback with a dry cloth and photograph it at an angle with a single light source coming from the side. Raking light makes shallow engraving readable.

Dating a serial. There's no public chart that turns a TAG Heuer serial number into a year. Only TAG Heuer can check a serial against its records. Some older watches were made without a serial at all. On quartz watches, a date stamp on the movement coil (for example "4.88" for April 1988) can help a watchmaker date the movement.

Reading old references: My Dog Sleeps

The first 2000 series watches carry six-digit references such as 962.006. Remember them with **My Dog Sleeps**: Model, Dial, Size.

WORD	MEANING	WHERE	EXAMPLE: 962.006
My	Model	First three digits	962 identifies the model family
Dog	Dial or variant	Digit after the full stop	0
Sleeps	Size	Last two digits	06, the largest men's size

The size codes

These are the most consistent part of the system:

CODE	SIZE
06	Largest men's
13	Mid-size
15	Boy's or large ladies'
08	Ladies'

So 962.006, 962.013, 962.015 and 962.008 are the same family in four sizes.

A caution on the dial digit

The middle digit often relates to the dial or variant, but it isn't a fixed rule. Dial colour sometimes changes the first three digits instead: 962.006 is recorded with a black dial and 972.006 with a grey one. Use the mnemonic to get your bearings, then check the full reference in the lists later in this guide.

CHAPTER 6

Reading new references: Tom's Shark Makes Swimmers Move Down Below

From around 1992, references take the form **WK1110.BA0337**: a type letter, a series letter, four characters, then a bracelet code. Remember the order with **Tom's Shark Makes Swimmers Move Down Below**.

WORD	MEANING	CODES YOU'LL SEE ON A 2000
Tom's	Type	W watch, C chronograph
Shark	Series	E first generation, K second generation and Classic, N Exclusive
Makes	Movement	1 quartz, 2 automatic, 5 automatic chronometer
Swimmers	Size	0 large men's, 1 men's, 2 medium, 3 ladies', 4 small ladies'
Move	Material	1 steel, 2 steel and gold plated, other codes vary
Down	Dial	Identifies the dial, but follows no fixed pattern
Below	Bracelet	BA steel bracelet, BD two-tone bracelet

Worked examples

REFERENCE	TYPE	SERIES	MOVEMENT	SIZE	MATERIAL	DIAL
WE1110	Watch	First generation	Quartz	Men's	Steel	0
WK1211	Watch	Second generation	Quartz	Medium	Steel	1
WN1112	Watch	Exclusive	Quartz	Men's	Steel	2 (blue)
CN2112	Chronograph	Exclusive	Automatic	Men's	Steel	2

The bracelet code

The code after the full stop identifies the strap or bracelet the watch was sold with. BA is a steel bracelet and BD is two-tone. The digits after the letters follow no consistent rule, and the same bracelet code was used on several watches. Codes recorded on the 2000 Exclusive include BA0311, BA0313, BA0332 and BA0337 (steel) and BD0341, BD0342 and BD0347 (two-tone).

Reference numbers and typical prices

How to read these prices

These are **typical UK asking prices observed in October 2026**, from eBay UK and Chrono24, with confirmed Catawiki auction results where we could find them. Asking prices usually sit 10 to 25 per cent above what watches actually sell for. Watches listed by Japanese sellers may carry UK import charges on top. Use these figures as a guide to the market, not a valuation: condition, originality, the bracelet, and box and papers all move the price. For an offer on your own watch, [use our sell form](#).

Price bands

BAND	WATCHES	TYPICAL ASKING PRICE	BETTER EXAMPLES	CONFIRMED SALES
A	First generation quartz, men's size	£200 to £400	Up to about £600	
B	First generation mid-size, boy's and ladies'	£175 to £325 (ladies' £175 to £275)		£185 to £230 (Catawiki, 2026)
C	First generation quartz chronographs	£300 to £475	£550 to £600 with full set	
D	Super 2000 and automatic chronographs	£425 to £550	Up to about £875	£485 to £510 (Catawiki, 2025)
E	Second generation ("Professional") quartz	£300 to £450	£450 to £650 with box and papers	
F	Second generation automatic	£450 to £700	About £850 with box and papers	
G	2000 Classic chronographs	£300 to £500	£550 to £650 with full set	
H	2000 Exclusive quartz	£300 to £475		About £430 (Catawiki, 2026)
I	2000 Exclusive quartz chronographs	£350 to £450		
J	2000 Exclusive automatic chronographs	£575 to £700 (limited data)		
K	Ladies' models, all generations	£200 to £350	About £425 with full set	

Watches that need work. Non-running quartz 2000s typically attract £45 to £125 at auction, roughly a third or less of a running example. **Box and papers** add roughly £100 to £200 to an asking price. **Aftermarket straps** put a watch at the bottom of its band, because original bracelets are sought after.

First generation: numerical references

REFERENCE	WHAT IT IS	LATER EQUIVALENT	BAND
962.006	Quartz, largest men's size, black dial, steel	WE1110	A
962.013	962 family, mid-size		B
962.015	962 family, boy's size		B
962.008	962 family, ladies' size		B
962.213	Mid-size, grey dial	WE1211	B
972.006	Largest men's size, grey dial, aluminium bezel insert	WE1112	A
964.013	Mid-size, gold dial, steel and gold	WE1220	B
974.013	Mid-size, yellow dial, steel and gold	WE1221	B
165.806	Super 2000 automatic chronograph		D
169.806	Super 2000 automatic chronograph		D
165.306, 169.306	Automatic chronographs		D
540.206	Quartz chronograph (1991)		C

First generation: WE and CE references

REFERENCE	WHAT IT IS	BAND
WE1110	Quartz, men's size, steel	A
WE1112	Quartz, men's size, steel, grey dial	A
WE1211	Quartz, mid-size, steel	B
WE1220, WE1221	Quartz, mid-size, steel and gold	B
CE1111, CE1113, CE1114, CE1115, CE1123	Quartz chronographs	C
CE2112, CE2114	Automatic chronographs	D

Second generation and 2000 Classic: WK and CK references

REFERENCE	WHAT IT IS	BAND
WK1110	Quartz, men's size, steel, black dial	E
WK1211	Quartz, mid-size, steel, black dial	E
WK2117	Automatic, steel	F
WK2116, WK2118	Automatic, steel	F
CK1110, CK1111, CK1112	Quartz chronographs	G
WK111A	Classic Multigraph, digital display	

2000 Exclusive: WN and CN references

REFERENCE	WHAT IT IS	BAND
WN1110	Quartz, men's size, steel, black dial	H
WN1112	Quartz, men's size, steel, blue dial	H
WN2110, WN2111	Automatic, men's size, steel	J
CN1110, CN1111	Quartz chronographs, men's size, steel	I
CN2110, CN2111, CN2112	Automatic chronographs, men's size, steel	J
CN211A	Automatic chronograph, larger case (2004 to 2005)	J
CE2118	Automatic chronograph (Valjoux 7750)	J
WN5140, WN5141	Solid gold	
WN1212	Quartz, mid-size	K
WN1311, WN1351	Quartz, ladies'	K
WN2310, WN2311, WN2312	Automatic, ladies'	K

TAG Heuer made far more variants than any list can hold, and it has never published a complete one. Where a reference has no band, we haven't seen enough listings to give a fair range. If yours isn't here, [send us photos](#) and we'll help identify it.

CHAPTER 8

Movements

TYPE	MOVEMENTS RECORDED IN THE 2000 SERIES
Quartz three-hand	ETA 955 family
Automatic three-hand	ETA 2824-2
Quartz chronograph	ETA 251.262
Automatic chronograph	Valjoux 7750, and the LWO 283 (a chronograph module on an ETA base)

Quartz watches need a battery every few years. Many "dead" quartz 2000s only need a battery or a clean, but a leaking battery can damage the movement, so replace a flat one promptly.

Automatics wind themselves as you wear them and should be serviced periodically by a watchmaker. The movement should always match the reference: a quartz reference should have a quartz movement, and so on.

Checking authenticity

No single detail proves a 2000 is genuine. Check that everything tells the same story.

The checklist

- **The reference fits the watch.** Decode it with the mnemonics. A W should be a three-hand watch, a C a chronograph. A 1 in the movement position means quartz, so the seconds hand should tick, not sweep.
 - **The paperwork matches.** The serial and reference on any card or receipt should match the caseback (allowing for old and new numbers on early 1990s watches).
 - **The serial isn't reused.** Search it online: counterfeiters often use the same serial on many watches.
 - **The dial fits the generation.** First generation: Mercedes hour hand and lollipop seconds. Second generation: metal marker surrounds and an oversized 12. Mixed Heuer and TAG Heuer branding belongs only to the 1985 to 1987 changeover and should be well documented.
 - **The bezel fits the generation** and ratchets firmly in one direction only.
 - **The printing is crisp** under magnification, with no fuzzy edges or uneven spacing.
 - **The crown screws down** smoothly and firmly.
 - **The bracelet fits.** End links sit snugly against the case and the clasp is signed.
 - **The movement matches** the reference, and on quartz watches the coil date fits the watch's age.
-

Fakes and replaced parts

A genuine 2000 with replacement parts isn't a fake. TAG Heuer service centres have fitted later dials and hands on some watches, and aftermarket bezel inserts and bracelets are common. Aftermarket inserts often have heavier numerals and whiter luminous pips than the original, and don't always sit flush. Replaced parts should be disclosed, because they affect value.

A missing serial isn't proof of a fake on its own, as some older watches were made without one. Combined with other doubts, it's a reason to walk away. Boxes and papers can be bought separately, so judge the watch first and the paperwork second.

Condition, parts and servicing

Crystal

The 2000 series uses a sapphire crystal: very scratch resistant, but it can chip or crack after a hard knock. Replacing it needs a crystal press, the correct crystal and a new gasket, so it's a job for a watchmaker.

Bezel and insert

The bezel is unidirectional and ratchets as it turns. First-generation watches have an aluminium-insert bezel or a six-grip steel bezel; second-generation watches have a 12-sided bezel. Inserts can be replaced, but the bezel's click spring is easy to lose when the bezel comes off. Genuine inserts are hard to find.

Bracelet

The classic 2000 bracelet is a three-link design with a raised centre link, folded end links and a folding safety clasp. The Exclusive has its own bracelet. End links must match the case exactly; poorly fitting ones leave gaps and strain the spring bars. Lug width varies with case size, so measure before buying (a 962.006-2 is recorded with 20mm lugs). Stretched bracelets can't really be fixed, which is why good original bracelets add value.

Water resistance

The 2000 was rated to 200 metres when new. Any work that disturbs the crystal, caseback or crown should be followed by a pressure test and new gaskets where needed. Don't swim with an older 2000 unless it has been tested recently.

What affects value

In rough order of importance:

1. **Model and movement.** Chronographs and automatics sell above three-hand quartz watches, and the Super 2000 chronographs are among the most sought after.
2. **Condition.** Scratches, dents, a damaged crystal, a worn insert and a stretched bracelet all reduce value.
3. **Whether it runs.** A non-running watch typically brings a third or less of a running one, but still has real value.
4. **Originality.** An unpolished case, the original bracelet and original parts add value. Heavy polishing and aftermarket parts reduce it.
5. **Box, papers and service history.** These add roughly £100 to £200 to an asking price, and help most when the numbers match.
6. **Size.** Larger men's sizes are in higher demand than boy's and ladies' sizes.

Collectors often say Heuer-signed first-generation watches carry a premium over TAG Heuer-signed ones. We didn't see a clear difference in UK listings in October 2026.

Buying and selling checklist

If you're buying

- Get the reference and decode it.
 - Ask for clear photos of the dial, caseback, bracelet, clasp and movement.
 - Check the details against this guide's generation and reference tables.
 - Ask what's been replaced and when it was last serviced.
 - Check the price against the bands in this guide, allowing for condition and extras.
 - If it's going in water, budget for a pressure test.
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If you're selling

- Find the reference on the caseback.
- Photograph the dial, caseback, bracelet and clasp, and any damage, in good light.
- Note whether it runs and any service history.
- Gather the box, papers and receipts if you have them.
- [Send it all to us](#) for an offer within 24 to 48 hours, or browse [watches we have for sale](#).

Sources

History and references

- TAG Heuer, TAG Heuer 2000 series (official vintage collection history), tagheuer.com
- TAG Heuer Enthusiast, History: Heuer/TAG Heuer 2000 Series, and History: TAG Heuer 2000 Exclusive, tagheuerenthusiast.blogspot.com
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Prices (captured 18 October 2026)

- eBay UK active listings, ebay.co.uk
- Chrono24 UK listings, chrono24.co.uk
- Watchfinder, watchfinder.co.uk
- Catawiki closed lots 101263324, 103999073, 104819953, 105301709 (2026) and 93033677, 93880108 (2025), catawiki.com

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Selling a TAG Heuer 2000?

We buy them in any condition, including scratched, broken and non-running watches with no box or papers. **Send us photos** for an offer within 24 to 48 hours at [973watchco.co.uk](https://www.973watchco.co.uk).

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