

VERTU

VERTU LAUNCHES ASCENT TI CARBON FIBRE COLLECTION



London, 6th July – Continuing to lead the way with the application of innovative materials used on the world's most exclusive mobile phones, Vertu announces the eagerly anticipated Carbon Fibre Ascent Ti.

Proclaimed as one of today's most coveted modern luxury materials, Carbon Fibre also sits at the heart of the Vertu Ascent Ti ethos of high performance with its use throughout the motorsport, marine and aerospace industries.

Vertu has now engineered this high strength-to-weight material via new sophisticated design methods to produce the intricate Carbon Fibre components required to incorporate it into the Ascent Ti.

Handcrafted in England, the Ascent Ti Carbon Fibre has been repeatedly tested to ensure the optimum amount of fibres and resin and processed together to achieve a flawless uniform look on both the flat and curved parts - testament to Vertu's uncompromising attitude to craftsmanship and engineering.

The diagonal rib appearance of each phone is achieved using a twill carbon fibre weave process resulting in a robust and contemporary handset whilst the actual carbon fibre used has been tailor-made in the smallest 1k weave width to create a pattern profile with a perfect dimensional look.

The collection will include the Ascent Ti Carbon Fibre Limited Edition, Carbon Fibre Grip, Carbon Fibre & Aluminium Grip and Carbon Fibre & Copper Grip.



The handset will be available from August 2009 with prices available upon request.

For more information please go to the Vertu website at www.vertu.com

Vertu is the pioneer and leading manufacturer of handcrafted mobile phones for the luxury market. Vertu was established in 1998 and unveiled its first product in 2002. There are three distinct collections - Vertu Signature, Vertu Ascent and Vertu Constellation. These are assembled by hand at the company's headquarters in England. Vertu is available exclusively in over 50 countries and in 600 of the finest watch, jewellery, department stores and Vertu boutiques around the world.

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