



## **VERTU LAUNCHES THE ASCENT COLLECTION: DYNAMIC, DESIRABLE AND UNDENIABLY VERTU**

Paris, France - 27 January 2004: Vertu today announces a new addition to its collection of luxury mobile phones: The Vertu Ascent. The Vertu Ascent's design is characterised by accelerated lines and form, inspired by high performance luxury cars. It has been developed to complement the Vertu Signature Collection, and introduce the Vertu experience to a wider audience.

The design of the Vertu Ascent is a unique contrast of hardwearing materials - stainless steel, ceramic, sapphire crystal and Liquidmetal® alloy - and hand-stitched brown and black leather. Precision-engineered stainless steel keys, set on jewelled bearings create a unique pivoting action each time the key is pressed.

The custom-developed Liquidmetal alloy featured in the design of the Vertu Ascent provides exceptional durability and scratch-resistance. This is the first time this unique material has been used in a mobile communications product. Other Liquidmetal alloys are used in high performance industries such as sporting and aerospace.

Frank Nuovo, creative director and designer for Vertu says, "Inspired by the design and materials of luxury sports cars, the Vertu Ascent Collection strikes a unique balance between hard metal and soft leather. I am delighted to bring this second stylistic expression to individuals who demand the best in everything they buy."

The Vertu Ascent is designed and built to the same exacting standards of craftsmanship as Vertu's hallmark Signature Collection. Vertu Ascent has a discreetly positioned, dedicated side key allowing clients to connect to the Vertu Concierge service. This team of specialist global advisers is available 24 hours a day, 365 days a year in over 170 countries worldwide and provides the best travel, entertainment and international assistance at the touch of a button.

Vertu, the world's first luxury mobile phone company, launched in January 2002, is extending its range of luxury mobile phones and accessories with the Vertu Ascent. Available in black and brown leather, the Vertu Ascent can be accessorised with a custom designed black leather holster. The Vertu Ascent and its complementary accessories are available at Vertu Stores in Paris and Singapore, Vertu Client Suites in Hong Kong and Singapore, and in the world's finest jewellery and department stores.

To contact Vertu, please visit [Contact Us](#).

*Vertu is the first luxury personal communication company specialising in handcrafted mobile phones. Vertu is headquartered in the United Kingdom with offices in Paris, New York, Singapore and Hong Kong.*

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