



VERTU CREATES NEW VIBRANT LOOK WITH VERTU ASCENT RED, YELLOW AND BLUE - INSPIRED BY ITALY'S LUXURY CAR INDUSTRY

London, England, 6 September, 2004: Vertu - the world's first and only manufacturer of handcrafted, luxury mobile phones - today unveils three exciting new variants: Vertu Ascent Red, Yellow and Blue.

The design of high performance cars and the materials used in them inspire Vertu Ascent and the new additions reflect the classic colours of Ferrari (red), Lamborghini (yellow) and Bugatti (blue).

Frank Nuovo, Creative Director at Vertu says: "My intention with the Vertu Ascent was always to complement the sleek lines and soft leather found in high performance luxury cars. With the new colours I'm taking this a step further by introducing brightly coloured leather inspired by the vibrancy of the Italian car industry."

"The new Vertu Ascent Colours are the perfect accessory for anyone wishing to make a bolder statement without compromising on the quality and craft of a luxury product."

The Vertu Ascent contrasts the feel of soft, hand-stitched leather with hard, precision-engineered Liquidmetal[™] alloy - a new material selected for its robust and flexible structure and used on US Space Shuttle missions.

The side of each phone features the leather that graces an Aston Martin and is dyed to recreate the colours of some of the world's fastest luxury cars. Matching coloured thread has been hand-stitched into the black leather at the back of the phone creating a similar effect to the contrast stitching found inside these cars.

All Vertu phones are hand-crafted by experts in Vertu's workshop. The Vertu Ascent keypad alone contains over 150 different parts. Each key is manufactured by injecting a stainless steel mixture at high temperature and pressure into an oversize mould. As it cools, the key shrinks by 14% to produce the bevelled keypad design. The keys are then each set on two jewelled bearings, to create the unique pivoting action when each key is pressed.

The Vertu Ascent is available from (please list local stockists) with a recommended retail price of £2,900*.

*Recommended Retail Price in Germany

Prices may change from country to country according to variations in tax and currency exchange rates

For more information, please visit www.vertu.com

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

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