



VERTU ASCENT FERRARI 1947 LIMITED EDITION, CELEBRATES FERRARI'S 60TH ANNIVERSARY

Italy, 27th March 2007 – Vertu has launched a new phone, the Vertu Ascent Ferrari 1947 Limited Edition, to commemorate Ferrari's 60th Anniversary. Using hand-polished titanium for the chassis the limited edition handset draws inspiration from Ferrari GT cars that embody strength, durability and high-level performance. Vertu worked closely with Ferrari's design team to develop this exclusive limited edition phone.



The Vertu Ascent Ferrari 1947 Limited Edition is inspired by the dynamic and stylish Ferrari cars. Echoing this latest edition to the Ferrari GT stable, the phone is encased in red and black Ferrari leather with black lacquer stripes running at the sides. Carefully crafted with the same precision and attention to detail given when assembling a Ferrari, the *Vertu Ascent Ferrari 1947 Limited Edition* celebrates the delicate balance between form and function.

The bezel nose on the front of the phone features the famed Ferrari Prancing Horse, while on the rear back plate there is a scaled down iconic Ferrari brake pedal, crafted from high-graded aluminum, like that used in Ferrari cars. To underline the exclusivity of the *Vertu Ascent Ferrari 1947 Limited Edition* each piece is individually serialised 1 to 1947 - paying homage to the very year when the first car to bear the Prancing Horse marque was built by the founder, Enzo Ferrari.

The *Vertu Ascent Ferrari 1947 Limited Edition* is handcrafted in the United Kingdom. It also comes with a stylish case, designed by Ferrari's design team. Made from matching Ferrari red & black leather, the case perfectly complements the phone.



“I feel there are many reasons why it is right for Vertu and Ferrari to be working together,” says Vertu President Alberto Torres. “Furthermore we also share many customers in common. Over the past few months it has been a pleasure to meet many Ferrari owners and, during our conversation, to find they already own a Vertu. But most importantly, Ferrari and Vertu share a common commitment to the highest standards of design, engineering and performance.”

The *Ascent Ferrari 1947 Limited Edition* is available in stores from July. For more information on pricing and exact date of availability, please contact your local store.

For more information on Vertu, please visit

<http://www.vertu.com>

Vertu is the pioneer and leading manufacturer of handcrafted mobile phones for the luxury market. Vertu launched in 2002, and now has three distinct phone collections; all Vertu phones are assembled by hand at the company's headquarters in the United Kingdom. They are available exclusively in Vertu's own stores and over 370 of the finest watch, jewellery and department stores across 48 countries worldwide.