

VERTU

VERTU LAUNCHES NEW FERRARI COLLECTION

England, November 2008 – Vertu announces the release of three new editions to the Vertu stable of handcrafted, Ferrari branded, mobile phones. Reflecting the exclusivity, elegance and performance of the best supercars, the Vertu Ascent Ti Ferrari Nero will comprise of 2009 limited edition handsets in sleek black leather. While the Vertu Ascent Ti Ferrari Rosso and Giallo will be produced in vibrant red and yellow respectively. Each edition will be available worldwide from 1 November 2008.



A close working partnership between Vertu and Ferrari has enabled the material and design cues from the cars to be integrated seamlessly into the Vertu Ascent Ti. Frank Nuovo, chief of design for Vertu says: “The original design for the Ascent Ti was heavily influenced by the dynamic power of luxury sports cars and working closely with Ferrari has enabled us to progress this vision. The new Vertu Ascent Ti Ferrari editions are the definitive automotive-inspired handsets – bold, balanced and with the unmistakable character of the Prancing Horse.”

Distinctive Detail

The Vertu 'V' logo is complemented by the famous Ferrari Cavallino, that appears on the front and back of the phone. As with all Ferrari phones by Vertu, the Ascent Ti Ferrari editions use the same leather and stitching as the latest Ferrari car interiors. The battery cover mirrors the distinctive bonnet detailing and on the handsets, the sides of the Ascent Ti are sculpted to reflect the louvers, found on various Ferrari cars. The handset is made using the finest materials, including a sapphire crystal screen and a chassis built from high grade titanium that gives the Ascent Ti its distinctive name. 'Ti' is the chemical symbol for Titanium, the non-corrosive element with the highest strength-to-weight ratio of any metal and an ability to withstand extreme temperatures.

Unique Sound

The sounds on a Vertu mobile phone are instantly recognisable by their very unique composition and quality of sound. The new collection features recordings of original Ferrari engine sounds taken from the F430 and the 612 Scaglietti.

In addition, the renowned songwriter and musician, Dave Stewart has also blended these unique engine sounds into his musical selection of ringtones composed exclusively for the Vertu Ascent Ti Ferrari collection.

Alberto Torres, President, Vertu commented : "Ferrari and Vertu share a passion for design and an uncompromising attitude to craftsmanship - we are thrilled to see the signature elements of the legendary Ferrari's created in Maranello, Italy, being meticulously handcrafted into the Vertu Ascent Ti Ferrari handset at our workshop in England."

1998
A DECADE OF ACHIEVEMENT
2008

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 500 of the finest watch, jewellery, department stores and Vertu boutiques around the world.

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