

PORSCHE MICHELIN SUPERCUP INSPIRES VERTU TO LAUNCH A NEW ASCENT PHONE WITH CARBON FIBRE

The Vertu Ascent Motorsport Limited Edition is available across selected retailers worldwide

London, 8 August, 2005 – Vertu, the world’s first manufacturer of handcrafted luxury phones, today introduced its latest model - the Vertu Ascent Motorsport Limited Edition.

Crafted from Liquidmetal® and petrol-resistant automotive leather, each handset is inlayed with carbon fibre as used on the Team Vertu Supercup racing car. Vertu is the first company to use carbon fibre on mobile phones.



Vertu’s carbon fibre comes from the same manufacturer that supplies parts for F1 racing cars and imbues a twill weave to give it a combination of good mechanical performance and good looks.

However, only 997 phones will be manufactured and released globally. Each Ascent Motorsport is identifiable with its own unique number, ranging from 001 to 997, and laser-engraved into the back-casing.

The Vertu Ascent Motorsport Limited Edition series is now available in Vertu stores and selected retailers. The retail price is Euro 4,595 (local currency prices may differ).

Chris Harris, Global Sales and Marketing Director at Vertu explained the Team Vertu sponsorship in the Porsche Michelin Supercup saying: “Vertu’s growing association with Motorsport is borne out of the similarity in precision engineering and performance entities. The Vertu brand is about being crafted for performance, and the Team Vertu



racing car, which inspired the new Vertu Ascent Motorsport, reflects both design and performance engineering.”

Earlier in the year, Vertu announced its participation at the Porsche Michelin Supercup with its own racing team under the name of Vertu Racing PZ Hofheim with long-distance racing expert Matthias Weiland (aged 40) behind the wheel. The scheduled races take place before the twelve of the month, just before the 2005 F1 Grand Prix, and include ten races in Europe and two at Indianapolis (USA).

The single-brand races are contested solely between Porsche 911 GT3 Cup (Type 997) sports cars, which have been specially developed by Porsche for use in the Porsche Infineon Carrera Cup Asia and the Porsche Michelin Supercup.

The Porsche Michelin Supercup 2005 race calendar is scheduled as follows:

Sept 2-4 Gran Premio di Italia, Monza, Autodromo Nazionale Monza

Sept 9-11 Belgian Grand Prix, Spa-Francorchamps, Circuit de Spa-Francorchamps

The Porsche Infineon Carrera Cup Asia, now in its third year, takes place in several locations in Asia Pacific attracting the best performance cars and drivers from around the world. The Porsche Infineon Carrera Cup Asia continues its race schedule into the second half of 2005 on the following dates:

Oct 10 Shanghai, China, Shanghai Porsche Infineon Carrera Cup Asia Round 10

Nov 20 Macau, China, Macau Porsche Infineon Carrera Cup Asia Round 11

Vertu Ascent Collection

Every Vertu handset offers a high level of craftsmanship and performance. Twice as many hours went into the research and development of a Vertu handset than what generally goes into a modern Formula One racing car. Inspired by the design of classic sports cars, the Vertu Ascent Collection offers a unique combination of hard steel and leather, never before seen in a mobile phone.



The Vertu Ascent is as tough as it is elegant. The Liquidmetal[®] chassis is flexed under 55 kilograms of pressure to check for elasticity and “return to form”, in the event of the handset being dropped, while specially developed silicone mouldings under the leather at each corner protect it against wear and tear.

The inspiration drawn from luxury racing cars is visible in several details on the Vertu Ascent collection: the speaker ports mimic the design of air vents on a sports car; the hand-stitched leather detail recalls the steering-wheel of luxury racing cars; even the battery cover lock resembles a fuel tank cap, and the design of the screws on the battery cover was modelled on rim screws.

Carbon Fibre

Carbon fibre composites are the ultimate material for maximum stiffness while giving the handset minimum weight. The strength of the fibres comes from the epoxy resin matrix, which is essential to bond the fibres together in the correct orientation, protect them from damage, and enable successive layers to be laminated.

A 4x4 twill weave is chosen to give a combination of good mechanical performance with good looks. The starting material is a woven carbon mat combined with a resin called a pre-preg. A highly polished stainless steel tool is used to provide the high gloss finish, made possible by a hand lay-up of the pre-preg in the tool. Once polished, the part is vacuum bagged and placed in an autoclave for curing and then precision machined to shape, whereupon the metal surround detail is finally fitted.

Typical applications for carbon fibre parts for Formula 1 racing cars, include the nose piece, wish bones, brakes and clutch, and racing car shells, as well as other parts for racing motorcycle parts, racing bike frames and forks, satellite parts, and surgical parts, such as knees joints. Cosmetic applications have included watch faces and pens.

For more information on Vertu, please visit <http://www.vertu.com>



Vertu is the leading manufacturer of handcrafted mobile phones for the luxury market. Vertu phones are hand assembled at the company's headquarters in the United Kingdom. They are available in Vertu's own stores and over 200 of the finest watch, jewellery and department stores worldwide.

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