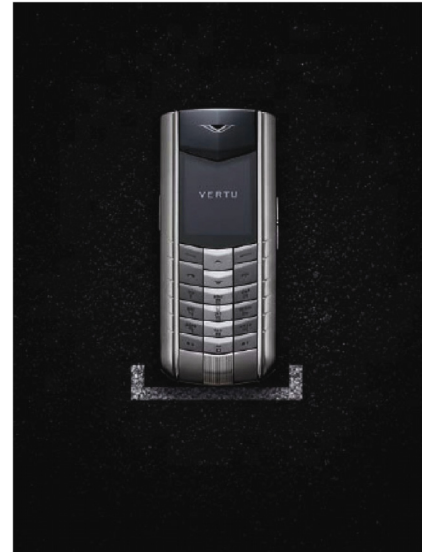




## VERTU CELEBRATES THE LEGENDARY RACETRACKS OF THE WORLD WITH LIMITED EDITION PHONES

Vertu unveils first two phones in Racetrack Legends series

**March 2006** – To celebrate the classic racetracks of the world, Vertu has created the Racetrack Legends Series. Six racetracks have been selected for their historic status and ongoing place in the history of Motorsport, each and every one legendary in its own right. Vertu's new Racetrack Legends series commemorates these renowned tracks with six limited edition models, each one numbered from 1 to 1000. Vertu has today unveiled the first two models in the series, the Ascent Monza Limited Edition and the Ascent Silverstone Limited Edition.



The Monza Limited Edition is encased in vibrant red leather, reminiscent of the Ferraris that have drawn fans to “La Pista Magica” for decades. The Silverstone Limited Edition sports fine leather in British racing green, Britain's traditional racing colour since 1903. Racing grade rubber moulded in the form of tyre treads covers the antenna and the etched bezel nose is finished with black enamel to call to mind a radiator grille. Each limited edition phone will have its namesake racetrack etched by laser on the back plate.

“We are confident that the Racetrack Legends series will become a collector's phone,” said Chris Harris, Vertu's Global Director of Marketing and Sales. “We sold all 997 pieces of last year's Ascent Motorsport Limited Edition phones in a few weeks, and have constantly been asked for more. This new series is our response to that demand.”

Vertu's limited edition Racetrack Legends phones are exclusive offerings that honour the great racetracks of the world. In keeping with Vertu's high standard, each limited edition model will feature materials never used before on a mobile phone, ensuring that these phones will be truly unique.



Made in the United Kingdom, this limited edition collection is the newest addition to the world's toughest line of phones. Twice as many hours went into the research and development of the Vertu Ascent as go into a modern Formula One racing car. Not satisfied with the short-life span and poor environmental resistance of natural rubber, Vertu sought out alternatives that met their exacting standards. The high performance synthetic rubber Vertu finally selected is specially designed by DuPont with added strength and outstanding weather, UV, o-zone, heat and chemical resistance, to look and feel like natural rubber. In addition to gracing the curves of this luxury phone, this high performance synthetic rubber is used in underwater sonar devices, automobile parts, and mountings on the Paris Grande Arche.

Vertu craftsmen combined advanced metal injection moulding techniques and laser engraving with precise hand lacquering to fashion the bezel nose. The custom-developed Liquidmetal® alloy used to create the chassis is stronger than aerospace grade titanium and can withstand being run over by a performance sports car. Petrol-resistant automotive leather encases a pure sapphire crystal face, and each key is supported by two jewelled ruby bearings. Every key is micro-perforated by laser, with over 575 holes drilled in a single keypad to create the effect of light shining through solid steel.

Only 1000 models of both the Silverstone Limited Edition and the Monza Limited Edition, each serialized from 1 to 1000, will be made. Retailing at (Paris price: Euros, & Pounds xxx), these phones will be available from April 2006.

#### Silverstone:

Silverstone, the home of British Racing, is a circuit with a massive amount of history, having hosted the very first round of the modern Formula 1 World Championship back in 1950 and many epic races since. It remains one of the world's busiest and most respected tracks.

Owned by the British Racing Driver's Club, Silverstone has numerous track layouts and is used not only for almost all the top international formulae but also by all the national ones.



### Monza:

No circuit currently on the Grand Prix calendar can match Monza for history, passion and speed. Whether you are at a minor Formula 3 race or amid the fanatical Tifosi at the Grand Prix itself, you can feel the history all around you.

Built in 100 days and opened on 28 August 1922, the Autodromo Nazionale is set in an attractive wooded park in Monza, just north of Milan.

This is Ferrari territory and Monza is home to probably the most passionate fans in the world. Red is definitely the colour to wear in the grandstands.

### Vertu Concierge:

Vertu Concierge is a service specially designed for Vertu owners. Accessed through the dedicated 'Concierge key' at the side of every Vertu phone, the service comprises a team of specialists dedicated to delivering creative and relevant solutions to the needs of Vertu clients, 24 hours a day, seven days a week, depending on the language requested.

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 300 of the finest watch, jewellery and department stores worldwide.*

---

### **For media information, please contact:**

#### Vertu Global

Constance Chew

[constance.chew@vertu.com](mailto:constance.chew@vertu.com)

(mobile) +65 9737 6373 (Singapore) ; +44 7917 584919 (UK)



Vertu Regional

Claire Lacondemine, Southern Europe,

claire.lacondemine@vertu.com

+33 1 4007 8019

Eva Clarke, United Kingdom

eva.clarke@vertu.com

+44 1252 611 020

Helen Comley, Northern & Central Europe

helen.comley@vertu.com

+49 6172 671 283

Karen Bou-Fayad, Middle East

karen.bou-fayad@vertu.com

+96 13743516

Ignacio Martinez, Americas

ignacio.martinez@vertu.com

+1 646 286 6537

Edna Seah, South-east Asia & Pacific

edna.seah@vertu.com

+65 9875 0482

Adrian Wong, Greater China & Hong Kong

adrian.wong@vertu.com

+852 2597-0103