



## VERTU UNVEILS THE SECOND SET OF LIMITED EDITION PHONES CELEBRATING THE LEGENDARY RACETRACKS OF THE WORLD

Only 1000 Le Mans and Indianapolis handsets are available worldwide

**25 September 2006** – The Vertu Racetrack Legends Series was first unveiled in February this year to celebrate the legendary racetracks of the world. The first two Racetracks that were featured in the series, *Monza and Silverstone*, were eagerly acquired by true racing fans and collectors alike.

Today, two more racetracks are being introduced in the Vertu Ascent Racetrack Legends Series. Vertu is pleased to announce the Le Mans Limited Edition, honouring the epic Circuit des 24 Heures, and the Indianapolis Limited Edition, celebrating 'The Brickyard®', home to one of the toughest races in motorsport history: the Indy 500®.



To celebrate the diversity of the racetracks, each of the Racetrack Legends limited edition handsets employs unique elements and materials into their designs. The *Le Mans Limited Edition* is encased in brilliant blue leather whereas the *Indianapolis Limited Edition* is available in classic black. Always innovative in perfecting their craft, Vertu looks into different methods in employing new materials and processes. 3D carbon image leather was studied and tested before it was selected for this new edition. The texture on the natural leather is created using a special thin coating which is then applied using a mould with a carbon fibre finish. This process ensures a good bond to the leather surface whilst creating the unique texture, resulting in higher wear resistance than most leather and is 98% waterproof. It is used in many applications where high performance is required such as motorcycle leathers and sports cars interiors.



The etched bezel nose is finished with black enamel to call to mind a classic radiator grille. And just like the first two editions, both the *Le Mans* and *Indianapolis* Limited Edition phones will have their racetrack namesakes etched by laser on the back.

However, unlike the previous two limited editions in this series, the *Le Mans* and *Indianapolis* handsets are the first two Ascent models that have ever been made with sandblasted titanium. Titanium is a unique material - as strong as steel but with only half its weight. It also exhibits excellent corrosion resistance. It is used in many aerospace applications, and more importantly, the motor sports industry where the Ascent line of luxury phones first took its design inspiration. To highlight the use of this new material, the phones will be laser marked with the word 'Titanium' on the back covers.

"In keeping with Vertu's philosophy to provide something different with each model released, these limited edition models will feature materials never used before on another mobile phone series, ensuring that these phones will be truly exceptional and rare," explained Chris Harris, Global Marketing Director at Vertu. "Perfect as gifts, Vertu handsets are bought by very successful individuals who appreciate fine craftsmanship, precision engineering and its rarity. As with the success of the first two racetrack limited editions, we are certain both the *Le Mans* and *Indianapolis* models will carry on with this legacy."

Made in the United Kingdom, these limited edition phones are the newest additions 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. Vertu craftsmen combined advanced metal injection moulding techniques and laser engraving with precise hand lacquering to fashion the bezel nose. 3D carbon image 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.

Worldwide, only 1000 models of both the *Le Mans Limited Edition* and the *Indianapolis Limited Edition*, each serialized from 1 to 1000, will be made. These phones will be available from November 2006. Price is S\$9,900 at launch.



## **Le Mans**

Few racetrack names are more evocative than Le Mans, home to the legendary 24 Heures de Mans. Inaugurated by a Grand Prix in 1921, the epic Circuit de la Sarthe found its true expression two years later, with the first 24-hour race. It captured the imagination of the world right from the start.

The idea of the race is simple: to travel the greatest distance between 4pm on Saturday and 4pm on Sunday, swapping drivers every few hours.

Formed of mainly public roads to the south of the town, the course runs along the main highway from the suburbs to Mulsanne, and back via the village of Arnage.

## **Indianapolis**

Indianapolis Motor Speedway® is built on extremes. Home to the Indianapolis 500® – ‘The Greatest Spectacle in Racing®’ – it’s the world’s oldest surviving racetrack, built in 1909 on 328 acres of farmland. It holds the biggest crowd of any sports venue in the world, with more than 250,000 permanent seats. It even has an 18-hole golf course, with four holes inside the racetrack itself.

The inaugural car race on the track in August 1909 was on a track made of crushed stone and tar surface, which proved to be a bit too dangerous. The circuit was relaid with 3.2 million paving bricks, earning the Speedway® the nickname ‘The Brickyard®’. Over the years the bricks have been covered by asphalt, save those at the famous ‘Yard of Bricks’ at the start/finish line

Today, the Indianapolis Motor Speedway® not only hosts the Indy 500®, but also the United States Grand Prix®, which races on an infield course that winds round and through the Speedway® complex, and the Allstate® 400.



### **Vertu Concierge**

Both of the new Vertu Ascent racetrack legends phones will have Vertu's Concierge service, complimentary for the first year. 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.

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.*

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