

VERTU ASCENT ® - RACETRACK LEGENDS SERIES COLLECTORS EDITION

A limited opportunity to own all six Ascent Racetrack Legend phones
in a specially designed carbon fibre box

Singapore, 26 October 2006 – Rarity and exclusivity are two important considerations that only a true collector can understand and appreciate. It is with these true collectors in mind that Vertu presents the ultimate Racetrack Legends Series Collectors' Edition, a truly exclusive collection which provides a rare opportunity to collect all six (6) Vertu Ascent Racetrack Legend phones in a specially crafted box. Only 51 exclusive sets will be made worldwide with serial numbers 0001 – 0050 and 0888.



Besides the widely acclaimed Ascent Silverstone and the sold out Monza edition, the recently released Le Mans and Indianapolis models in its fold, the Collectors' Edition also includes the latest Monaco and Nürburgring, before their official release in 2007. This arrangement ensures that all 51 true collectors who appreciate the value of this collection would have the privilege of being the first exclusive few to possess the whole Vertu Ascent Racetracks Legends range while the rest of the world waits for it.

Each of the limited edition models features materials never used before on a mobile phone, ensuring that these phones are truly unique and live up to Vertu's high standard. The first breakthrough came in the form of Monza and Silverstone, the first two editions. By using high performance synthetic rubber that is specially moulded and designed in the form of tyre treads by DuPont, the material which is also used in underwater sonar devices, automobile parts, and mountings on the Paris Grande Arche, it covers the antenna, providing a unique look that can be seen on no other phones.

The next two editions in the series, Le Mans and Indianapolis set themselves apart by featuring 3D Carbon image leather and titanium. The leather has higher wear resistance than many standard leathers, and is used in many applications where high performance is required, such as motorcycle leathers and gloves, sports car interiors and other sports equipment. The design of this leather brings the auto racing chequered flag to mind, bringing to life the inspiration of this series.

The last two editions within the series, Monaco and Nürburgring features knurled titanium on the bezel similar to what is found on high performance sports watches. The design brings a distinctive texture to the edition which one can easily feel by just one touch.

“Based on what we have learnt, we realised that many of our clients are also discerning collectors of high performance cars, luxury timepieces and vintage wines,” states Alberto Torres, President of Vertu. “Hence we strongly believe that this Collectors’ Edition’s appeal and exclusivity will be highly received among true collectors,” he adds.

The Collectors box is specially designed and crafted using carbon fibre and titanium, materials that are strongly linked to motor racing. All Collectors’ box sets come with Titanium numbered plating that ranges from 0001 – 0050 & 0888, uniformly identical with the serial numbers of all six phones models that will come with the set, hence further enhancing the exclusivity of this collection.

Enclosed within one of the 3 drawers is a Racetrack Legends Series Collectors Book and the six (6) certificates of authenticity for each of the Racetrack Legends Phones, each individually and personally signed by the President of Vertu, Alberto Torres and the President of the respective Racetracks.

A collectable item is based on the item’s rarity and this Collectors Edition promises just that, hand crafted rarity.

Collectors Box details:

Pricing: €50,000 (Euros Pricing based on Germany Costing, markets to confirm their local market price.)

Dimensions: Width (600mm); Depth (330mm) and Height (245mm).

Materials: Crafted with carbon fibre and titanium.

The Collections: Vertu Ascent Monza, Silverstone, Le Mans, Indianapolis, Monaco and Nürburgring.

Serial Numbers: 0001 – 0050 and 0888.

The collector box comes with 3 drawers -

- Drawer 1: Leather holsters which are unique to each edition. The holsters all come in black leather with the embossed GP flag with stitching that matches the colours of the different edition.
 - Drawer 2: Chargers and batteries for each handset will be placed here.
 - Drawer 3: This drawer holds a specially developed book about the Racetrack Legends Series and the tracks themselves together with the certificates of authenticity.
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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.
