

# CLASSIC DRIVER



## The Vertu "Ascent"

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**Vertu, the world's premier maker of hand-made mobile telephones, presented the Ascent collection at the recent Top Marques at Monaco exhibition in the colours of Ferrari red, Lamborghini yellow and Bugatti blue, as a gesture towards the most beautiful cars in the world...**

Frank Nuovo, Artistic Director of Vertu, explains "Inspired by the design and materials of luxury sports cars, the Vertu Ascent Collection strikes a unique balance between hard metal and soft leather. I am delighted to bring this second stylistic expression to individuals who demand the best in everything they buy."



Vertu Ascent Pink contrasts the feel of soft, hand-stitched leather with hard, custom-developed Liquidmetal® alloy - a durable, scratch-resistant material with twice the hardness of Stainless Steel and two times more resilient than other metals, including titanium. The use of contrast-stitching re-emphasises the connection with quality motor cars.

All Vertu phones are handcrafted in Vertu's workshop. True to Vertu's DNA of obsessive craftsmanship, the Vertu Ascent has 240 individual components. The flat panel keypad alone contains over 150 different parts whose design is patented. Each key is manufactured by injecting a stainless steel mixture at high temperature and pressure into an oversize mould. As it cools, the key shrinks by 14% to produce the bevelled keypad design. The keys are then each set on two jewel bearings, to create the unique pivoting action and to guide each key's movement.



The Vertu Ascent is designed and built to the same exacting standards of craftsmanship as Vertu's hallmark Signature Collection. Vertu Ascent has a discreetly positioned, dedicated side key allowing clients to connect to the Vertu Concierge service. This team of specialist global advisers is available 24 hours a day, 365 days a year in over 170 countries worldwide and provides the best travel, entertainment and international assistance at the touch of a button.

The Vertu Ascent is tri-band (GSM 900,1800 and 1900). It has Bluetooth and voice-dialling capabilities, additional Vertu ring tones, supports GPRS, multimedia messaging (MMS) and concatenated short messaging (SMS).

The recommended retail price is in the region of 4,250 Euros.

For more information visit [www.vertu.com](http://www.vertu.com)

*Text/Photos: Classic Driver/Vertu*

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