

CLASSIC DRIVER

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If they didn't have million dollar product endorsement contracts and long term product partnership strategies, which cellphone do you think would be the choice of today's GP drivers? Vertu make two limited-edition mobiles with a racing theme and, for those with a poor sense of direction, both carry a handy plan of the circuit on the reverse.

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.

The first two models to be revealed are the Ascent Monza Limited Edition and the Ascent Silverstone Limited Edition.

The Monza Limited Edition is encased in vibrant red leather, clearly a reference to Ferraris, Maseratis and Alfa Romeos of the past, while the Silverstone Limited Edition' leather is 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.

As is always the case with Vertu phones, they are hand-made in the United Kingdom and the Vertu Ascent will have had twice as many hours going into its research and development as go into a modern Formula One racing car.

The high performance synthetic rubber Vertu chose as an insert for the Racetrack Legends Series 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, while the 'tread' pattern is featured to reinforce the motoring link as well as giving extra tactile pleasure.

The Vertu Racetrack Legends Series limited edition phones are available worldwide and cost in the region of 5,200 EURO. For further information please visit www.vertu.com.

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