
Prancing Horse Mobile

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To commemorate Ferrari's 60th anniversary, Vertu - manufacturer of handcrafted mobile phones for the luxury market - has launched a new handset, the Vertu Ascent Ferrari 1947 Limited Edition.

As a company, Vertu takes its inspiration not so much from the existing mobile phone market as from the finest watches, jewellery and cars. It therefore seems fitting that Vertu has worked closely with Ferrari's design team to develop the new limited edition. As Vertu President Alberto Torres says, when describing the natural fit between his company and Ferrari, "We have many customers in common. Over the past few months it has been a pleasure to meet many Ferrari owners and, during our conversation, to find they already own a Vertu."



Using hand-polished titanium for the chassis, the limited-edition Vertu Ascent Ferrari 1947 also echoes Ferrari GT cars in its red and black leather casing and black lacquer stripes at the sides. The bezel nose on the front of the phone features the Prancing Horse while, on the rear back plate, there's a scaled-down Ferrari brake pedal in high-grade aluminum. Each handset is given an individual number from 1 to 1947 - the number paying homage to the year in which the first car to wear the Prancing Horse was built by Enzo Ferrari.



A further illustration of the connection between Vertu and Ferrari comes from the phone manufacturer's sponsorship of the **Ferrari Challenge Dealer Team GB** in the **Ferrari Challenge Trofeo Pirelli**. The Ferrari F430 Challenge cars of **Team Vertu Racing**, driven by **Jamie Constable** and **Nathan Kinch**, have already shown early success on the track.

The **Vertu Ascent Ferrari 1947 Limited Edition** is handbuilt in the UK. The phone is available from Vertu's own outlets as well as more than 370 of the finest watch, jewellery and department stores across 48 countries. See www.vertu.com.

*For further information on luxury lifestyle racing and **Ferrari Challenge Dealer Team GB** please visit www.ferrari.co.uk.*

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