
Vertu Ascent Ti: Talking Ferrari

08 January 2009 | Classic Driver



Vertu, the manufacturer of luxury mobile phones, has released three new versions of its handcrafted, Ferrari-branded products: the Vertu Ascent Ti Ferrari Nero in sleek black leather; plus the Vertu Ascent Ti Ferrari Rosso and Giallo in vibrant red and yellow, respectively.

The Vertu 'V' logo is complemented, on the front and back of each handset, by the famous **Ferrari Cavallino**, while the designers use the same leather and stitching as the latest Ferrari car interiors. The battery cover echoes distinctive Ferrari bonnet detailing, and the sides of the **Ascent Ti** are sculpted to reflect the louvres found on many of the Italian cars. The chassis of the phone is made from high grade titanium – the chemical symbol for titanium giving the Ascent 'Ti' its distinctive name.



The phones are, says **Frank Nuovo**, chief of design, “The definitive automotive-inspired handsets – bold, balanced and with the unmistakable character of the Prancing Horse.” The new collection features recordings of original Ferrari engine sounds taken from the **F430** and the **612 Scaglietti** – while the renowned songwriter and musician, **Dave Stewart**, has also blended these engine sounds into a musical selection of ringtones.

See www.vertu.com.

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