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## Vodafone launch McLaren Mercedes inspired mobile phones

### Three new handsets

by Stuart Miles published on 15 January 2007

Vodafone has launched three McLaren Mercedes inspired mobile phones today to coincide with company's sponsorship of the McLaren Formula One racing team.

The Vodafone McLaren Mercedes 770SH is a 3G handset from Sharp designed to mirror the team colours and car design with chrome silver colours and rocket red highlights.

As you would expect, the phones also feature exclusive images of the Vodafone McLaren Mercedes racing car as well as a themed menu interface, ring tones and a racing game.

The second handset is the GX29 from Sharp while the third is the Vodafone McLaren Mercedes SGH-Z720M from Samsung.

"These new exclusive special edition consumer handsets offer our customers a unique opportunity to get closer to the new Vodafone McLaren Mercedes team, accessing exclusive pictures and latest news throughout the Formula 1 racing season through Vodafone live! Both Sharp and Samsung have helped us deliver innovative and unique handsets that will help our customers make the most of their time", said Frank H. R^vekamp, Global Chief Marketing Officer Vodafone.

The Vodafone McLaren Mercedes handset range has a mobile phone for everyone. The Vodafone McLaren Mercedes GX29, Vodafone McLaren Mercedes 770SH 3G handset features a 1.3 mega pixel camera while the 3G broadband slider Vodafone McLaren Mercedes - SGH-Z720M features a 3 mega pixel camera with auto focus.

