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## Motorola and Ferrari announce MOTORAZRmaxx V6 Ferrari Challenge Mobile Phone Limited Edition

Vroom, vroom

by Stuart Miles published on 31 January 2007

Motorola has announced it has launched a limited edition Ferrari branded MotoRaZRmaxx V6.

The new phone, officially called the MOTORAZRmaxx V6 Ferrari Challenge Mobile Phone Limited Edition, is according to Motorola "a perfect marriage between the style of Ferrari and the technological innovation of Motorola".

The "unique" handset will offer HSDPA capability and a series of exclusive features. Most notably, of course, is the Ferrari emblem on the exterior glass, the roar of the Ferrari F1 eight-cylinder engine accompanies switching the handset on or off, images of the Ferrari F430 engine on the mini external display and the image of the Ferrari emblem on a grey Ferrari in the internal display.

In order to further enrich the original features, into the phone there are also 30 photographic images showing Ferrari F430 and Ferrari Challenge Trofeo Pirelli USA. The phone will also come with a soft, hand-made carry case in Ferrari-red leather.

"We are very proud today to announce our partnership with Ferrari", said Valerio Camardella, Director MDB Motorola S.p.A. Italy.

MOTORAZRmaxx V6 Ferrari Challenge Mobile Phone Limited Edition will be available in the five continents, from Ferrari Stores and all major Motorola dealers, at around £300.

