



A UNIQUE MOBILE PHONE

The Porsche Design mobile is noticeably different, with its refined design, premium materials (brushed aluminum, scratchproof mineral glass), impeccable hand-finished assembly and technical features (3.2 megapixel still and video camera, swiveling screen). But that's not all! To switch on the new Porsche Design cell phone, its owner no longer has to enter a pin code but merely touches the bottom of the screen for a fingerprint scan. This biometric recognition system places Porsche Design's P9521 mobile squarely in the exclusive club of outstanding products. All for 1,200 euros.

TELEPHONES. This new mobile phone was specified and styled by Porsche Design and developed and produced by Sagem Mobiles, part of the Safran Group. It marks Sagem's entry into the luxury sector.

A MOBILE PHONE STYLED BY PORSCHE DESIGN

“The luxury market demands finely crafted, image-enhancing products that affirm an individual's identity and status the moment they are placed on the table,” says Stéphane Bret, head of the Brands business unit of Sagem Mobiles (Safran Group). Specified by Porsche Design and styled in its in-house design studio, this is not a mobile that passes unnoticed. “The primary objective of this project is not to enhance our own image but to market a premium quality product that will ensure strong profitability,” adds Bret. The operation clearly reflects a carefully thought-out strategy. “The value of these products is definitely related to their features and functions, but even more closely to the brand, its reputation and the way it is perceived by consumers. We had a choice: we could have gradually moved up the value chain by investing in the SAGEM brand. But that could take ten

years, and we don't have the time. The alternative was to obtain access to established brands by paying royalties, and launch projects that would generate bigger margins.” This choice seems to be backed by the latest market studies: by 2010, 10% of the total value of the cell phone market will be concentrated in 1% of its volume.

Lowest rate of returns

Not everything about the project was simple, however. The first task was to negotiate with Porsche Design. “They chose us for the reliability of our products, because we have the lowest rate of returns in the sector, and because we were convinced that mobile phones should not be co-branded,” Stéphane Bret explains. To step up the collaboration begun in December 2005, the two teams started by concentrating on the “product personality”. The approach paid off: the prototype, finalized in the summer

of 2006, got an enthusiastic welcome from target consumers in a dozen cities across the world, including London, Moscow, Dubai, Paris and Hong Kong.

The three-year contract stipulates the royalties payable to Porsche in exchange for the use of its brand name and design. Presented to the international press on June 4, 2007 at the Red Dot Design Museum outside Düsseldorf, this mobile is targeted to men in the 35 to 50 age bracket. It went on sale in September 2007 in the EU, Switzerland, Russia, the Middle East and parts of Asia, and will be available in China, Latin America and North America from early 2008. Only Korea and Japan will not be seeing this mobile, due to the different network standards in those countries. Monthly production capacity will be limited to 20,000 units, very little in comparison to products intended for the mass market.

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