

RINSPEED

Rinspeed "zaZen"

Rinspeed and Bayer MaterialScience jointly develop new concept car

"zaZen" - Automotive enlightenment on four wheels - Revolutionary lighting technique and transparent hardtop at the Geneva Motor Show

February 28, 2006, will mark the world premiere at the Geneva Motor Show of the Rinspeed concept car, "zaZen", created by the famous Swiss designer, Frank M. Rinderknecht. It represents his vision of the car of the future and will be showcased as a kind of "automotive enlightenment" on four wheels. The vehicle was produced in cooperation with Bayer MaterialScience, one of the world's largest plastics producers. It also embraces a technical revolution in car manufacture, with the transparent backlite being turned into a luminous holographic area. As if from nowhere, the third brake light shines out of what looks like a floating transparent hardtop.

The world premiere of the "zaZen", with its holographic brake lamp and smoothly contoured, transparent, one-piece roof dome made of high-tech Makrolon[®], marks the beginning of a new era in lighting technology in vehicle design. For Ian Paterson, who is responsible for innovation on the Board of Bayer MaterialScience, this novel lighting system represents a small step on the way to building the car of tomorrow: "Together with Rinspeed, our goal is to get people thinking about the car of the future. We contribute our high-quality materials and the combined creative know-how of our engineers."

The name of the new concept car – "zaZen" – has been carefully chosen by Rinderknecht: "After all, Zen – borrowed from Buddhist teaching – is a special form of perception: You only get there if you are prepared to give up preconceived ideas." Both partners went out of their way to emphasize that a concept car presented at a motor show can only be a snapshot taken from an unceasing development process. For example, the work on the switch-on/off transparency for three-dimensional forms is always ongoing.

The breathtakingly designed vehicle concept was born at the Swiss engineering specialists, Esoro, from one single vision and many imaginative ideas. The entire roof dome down to the belt line is made of Bayer's transparent Makrolon[®] polycarbonate. A glass-clear elastic sealant from Revoflex AG has been used to achieve an optimum joint with the body. The striking hardtop is light in both senses of the word. Not only does it appear to float airily above the rather chunky body, it is also weighs many kilograms less than glass – not that it would be possible to make it from glass in the first place.

The lightness of the roof construction ties in with the surface coating of the "zaZen" – a white mineral shade based on the Bayer raw materials, Desmodur[®] and Desmophen[®]. It is certainly not gaudy, but unassumingly beautiful through the millions of tiny precious Swarovski crystals protected by a self-healing polyurethane clear coat. This so-called "crystal skin" finish was developed and applied by the Austrian surface coating specialists, Karl Seelos. The Lesonal company was responsible for producing a perfect substrate. In a nutshell, the future driver can expect to find a muscular body in a sophisticated, tailored suit – a suit that has been given an exclusive touch through Swarovski trimmings on the front, side and rear lamps and the wheel rims. But the crystal manufacturer came up with a real masterpiece in the design of the seemingly never-ending 3D rear decorative panel.

The interior fittings of the “zaZen” are also dominated by this ethos of transparency and reduction to essentials, cleverly combined with strategically placed highlights. The transparent plastic seat shells of Makrolon® fitted with Technogel® upholstery were produced in cooperation with Recaro. A bright, friendly mango-orange color has been chosen for the rest of the leather/fabric interior trim. It was made by hand by Strähle & Hess, SC Schäfer, OesterleSLR and Sellner. Together with the Luoro Faia plantation wood – also in the dashboard area - it creates an interior that radiates warmth and relaxation.

The “zaZen”, which weighs 1,495 kg, is powered by a 355 bhp 6-cylinder boxer engine from the Porsche 997 Carrera S. It has a top speed of 293 kph and accelerates from 0 to 100 kph in exactly 4.8 sec. Should the “zaZen” be built in a small series at some time in the future, Rinspeed will consider – in line with its tradition – offering it with an environmentally friendly natural gas propulsion system.

At 6,600 rpm, the engine has a maximum torque of 400 Nm, which is transmitted to the rear axle via a manual six-speed transmission. The necessary traction is provided by Dunlop tires with Touch Technology (245/30-20 at the front and 305/25-20 at the rear), mounted on lightweight Rinspeed five-spoke rims (8.5 x 20” at the front and 11 x 20” at the rear) made by CW Fahrzeugtechnik (Borbet Group).

The body – for which the molds were produced using Obomodulan® modeling foam – sits on a 4x adjustable chassis specially designed by KW automotive. Here, the designers have managed to perform the rare feat of creating an outstanding synthesis of drive comfort and sporty handling.

Another small work of art connected with the “zaZen” is currently taking shape in Berlin at the eyewear designers, “ic! berlin”. The company's owner, Ralph Anderl, who also acted as the model during the photo shoot, was so taken by the new Rinspeed concept car that he designed an eyewear collection specifically to go with the car. Now you can not only drive the “zaZen”, you can also wear it.

Swiss made

Esoro

Frank M. Rinderknecht used highly advanced technology and a Swiss-based network of top automotive specialists for his project. Although there is no automobile production in Switzerland, there is a very active automotive supply industry there. Many highly innovative prototypes have been developed and manufactured in Switzerland.

engineered by Esoro - What you dream is what you get

For the seventh time the Swiss engineering company Esoro was hired to serve as general contractor for the entire vehicle project. Esoro was responsible for project management, implementation of new technologies, engineering, design and manufacturing of the Rinspeed “zaZen”.

Esoro realized the concept with the help of its highly competent suppliers Schwaller AG (metal works) and Protoscar (styling). Starting with initial concepts, it took the highly skilled development team just six months to realize the entire project.

Esoro has been a contract developer in the areas of automotive production, lightweight design and plastics technology for 15 years. During this time it has gained a well-deserved

reputation for excellent efficiency and innovative solutions not just in these but also in other fields, including fuel-cell vehicles and prototype design. Esoro has impressively demonstrated its expertise with numerous extraordinary prototypes.

Another recent development from Esoro is the new E-LFT production technology developed for Weber Fibertech. E-LFT makes large scale production of high-strength and lightweight composite parts affordable. E-LFT composite parts weigh 30-50 percent less than comparable steel parts. The first industrial part produced with E-LFT will be introduced with the new Smart for two in 2007.

Furthermore another production process for niche markets, like high performance cars, trucks and caravans is now introduced by Esoro to several OEM's. The new and patented process called Melt Embossing does offer the possibility to produce high end thermoplastic composite parts with low initial invest for structural and semi-structural applications. Esoro is able to offer the entire service starting from topological optimization and explicit FE calculations trough to the delivery of the serial parts.

Strong partners for the future

Gasverbund Mittelland AG, Swiss Energy, Rinspeed and Volkswagen – four strong partners - have the goal to develop vehicles that can be used on an everyday basis but that also depict automotive visions for the future. The exhibited vehicles are operated ecologically with natural gas or biogas as the fuel of choice. With the exception of the zaZen which can also be converted to natural gas operation.

The power supply company Gasverbund Mittelland AG has promoted the marketing of natural gas as a fuel in Switzerland for many years first-hand and also as gasmobil ag's partner. Natural gas is currently the only available, sensible and environmentally-compatible fuel alternative that contributes significantly to a decrease of noxious emissions in particular in heavily populated regions. Furthermore, noxious particles can be further reduced in combination with the CO₂-neutral biogas. Speed limits as result of critical particle emission values would be less of an issue. The most important arguments for natural gas and biogas as fuels are: more than 60 percent reduction of noxious emissions compared to petrol or diesel; even less fuel consumption for mixed operation. This results in savings of 30 to 40 percent of fuel costs. Tests have shown that natural gas vehicles are just as safe as the same models with a petrol or diesel motor. Depending on the canton, funds are granted by the natural gas suppliers for the purchase of a new vehicle as well as a reduction of the motor vehicle tax. Natural gas and biogas will become even more attractive with the expected reduction of petroleum tax on natural gas and biogas to take effect from the middle of 2007.

Volkswagen focuses on natural gas

Gasverbund Mittelland AG and Rinspeed joined forces this year with Volkswagen. Europe's major passenger vehicle manufacturer is convinced by the performance potential of natural gas as a fuel and its efficiency. In order to produce the first natural gas models for the series, substantial investments in research, development and production are required. The VW Caddy 2.0 litre EcoFuel and the VW Touran 2.0 litre EcoFuel are two interesting vehicles which will be on offer by the middle of 2006. Both of them can be used privately as well as commercially. Together with Gasverbund Mittelland AG and Rinspeed, Volkswagen will present a study based on the VW Touran with an innovative drive technology at the Natural Gas/Rinspeed stand at the 76th International Motor Show in Geneva. The same study in another outfit can also be inspected at the official Volkswagen stand in Geneva.

Furtherance by Swiss Energy

The Swiss Federal Office of Energy with its Swiss Energy programme has promoted the use of natural gas and biogas for more than ten years. Research activities were initially promoted. This was followed by pilot and demonstration trials with compogas in the canton of Zurich. Some 100 vehicles were put into operation. In the meantime, the Swiss natural gas industry is expanding the fuel station network to over 70 units which led to a marked increase in the demand of natural gas vehicles.

Gasverbund Mittelland AG, Rinspeed AG and Swiss Energy have collaborated in promoting natural gas and biogas as fuels for five years. The concept vehicles by Rinspeed AG give the public the visionary option of using natural gas as a fuel. The vehicle study involving the VW Touran EcoFuel shows a similar realisation option. The third vehicle, the VW Caddy Life EcoFuel is a natural gas vehicle which can be purchased on the market or which will soon be available.

Supply in Europe is no problem

Natural gas and biogas used as fuels is another step on the way to reducing the world economy's dependence on crude oil and to minimising the particulate matter problem of our society. Therefore, the high environmental potential of natural gas and biogas will not only contribute to a reduction of the burdening by soot, nitrogen oxides, CO₂ and hydrocarbons in a steady state, but also on the road. The more natural gas vehicles on our roads, the less economic damage will be caused by motor exhaust fumes. In addition, natural gas motors generate less noise than conventional aggregates. The drive technologies of natural gas vehicles are fully developed and tested on the market. The major brands already have several models with natural gas drives in their programmes. It is important for the consumer that the manufacturer warranties prescribed by the legislator are fully granted. Furthermore, supply of natural gas and biogas is ensured around the clock thanks to the continued expansion of the fuel station network in Switzerland and Europe.

A word from our technical partners

Borbet Group / CW Fahrzeugtechnik

The name Borbet stands for tradition, latest technologies and manufacturing methods in the field of light alloy wheel production.

The headquarters of the Borbet Group is based in Hallenberg-Hesborn (Hochsauerland). Subsidiaries of the Group are Borbet-Thüringen in Bad Langensalza, Kronprinz-Aluguss in Solingen, Austria-Aluguss in Ranshofen (Austria), Borbet S.A. (Pty.) Ltd. in Port Elisabeth (South Africa), SRF in Soultzmatt (France) and CW Fahrzeugtechnik in Niederneuching, near Munich.

Most advanced manufacturing methods and a consistent implementation of the quality management systems DIN EN ISO 14001, 9001:2000, ISO / TS 16949:2002, KBA contribute to the significant position of Borbet in the market. The Borbet Group is a well-known OE-supplier of the automobile industry and with its own wheel program also very successful in the aftermarket business.

The subsidiary CW Fahrzeugtechnik is primarily specialized in the sale of light alloy wheels, especially for SUV's, Vans, camp mobiles and transporters.

Recently the Borbet Group and CW Fahrzeugtechnik, in cooperation with Rinspeed, have

developed wheels in the sizes 8,5 x 20" and 11 x 20" for the new Concept Car "zaZen".

Strähle+Hess / Sellner / OesterleSlr / SC Schäfer as member of the Hightex Group

Hightex Holding is a medium-sized group of companies in the area of "high-quality automobile interior equipments". As experts for decisive details in the automobile interior we provide for the appearance of the ensemble as an experienceable unit between technology, nature and humans.

Under the leadership of the famous Swiss design company Rinspeed and Straehle+Hess as a member of the Hightex Group, the experts for innovative extraordinary engineering design concepts with new materials and surfaces, the design of the interior with the vision developed to transform the interior in such a way, that the user feels a spiritually intuitive immersion when entering the areas.

Apart from the naturalness of the oiled Luoro Faia plantation wood possessing a characteristic and individual wood grain, materials such as plain and simple calf leather with a fine embossing as well as high-quality, technically developed textiles on the basis of mesh technologies (warp- and welfknitting) were used.

In the interior, the surfaces of the engine cover and the entire cockpit are to emphasize as well as the seatings made of Luoro Faia wood. The employment of modern technologies connected with the mechanical skills of experienced co-workers made the realisation of this design idea possible.

A special detail and highlight is represented by the applications in the steering wheel, gear shift lever and hand brake handle with tea dyed natural materials made of flax and jute under lacquer. A possibility to set textiles in a perfectly new scene and, thus, putting the user into astonishment and amazement.

Valuable filigreed details, such as leather-covered door elements, applications in the interior, e.g. door entrance ledges and ventilation slots in the floor space area, PCM module, complete the design.

The principal colour in the zaZen colour concept - a deep warm mango orange - combined with the soft natural tones such as wood / flax and the earthy colours, like sand beige and terracotta result in a conclusive harmonious but also accentuated colour play.

zaZen Interior: High-performance from one source.

Dunlop

Dunlop, one of the world's leading manufacturers of high performance tyres, is tyre partner of the exciting "zaZen". The new Rinspeed "zaZen" is equipped with Dunlop's top of the range ultra-high performance summer tyre SP Sport Maxx, a tire with excellent performance especially in dry handling, SP Sport Maxx is designed to guarantee all drivers outstanding road feedback. At its stand 1011 in hall 1 Dunlop is launching Touch Technology. Touch Technology reflects Dunlop's product development approach: Dunlop tyres enable drivers to have an enhanced feel of the road, to be more in control of the drive and to have more fun on the roads. The "zaZen" is fitted with SP Sport Maxx in the sizes 245/30-20 (front) and 305/25-20 (rear).

KW automotive GmbH

Visionary thought and action is what links company founders Frank M. Rinderknecht of

Rinspeed and Klaus Wohlfarth of KW automotive GmbH in Fichtenberg (Baden Württemberg). The result for their customers is innovative designs and engineering innovation at the highest level.

For that reason it was a matter of course for KW automotive GmbH once again to equip the latest Rinspeed concept car, the "zaZen", with KW adjustable coil over suspension in "inox line" stainless steel technology, damping variant 3. In this case innovation also extends to the materials used – KW now produces all its adjustable suspension systems only in stainless steel, as this offers significantly higher corrosion resistance compared with galvanised designs. That is certainly in the customer's interest.

As to the suspension itself, it is a high-tech product developed by the KW engineers, which can be completely adjusted to suit the individual driver's requirements. Everything is possible, from extremely luxurious to extremely sporty. Version 3 is infinitely height-adjustable on the front and rear axles, and has separately adjustable compression and rebound mode damping. The adjustment in compression mode is carried out at the bottom end of the shock absorber by means of the patented multiple valve. This suspension system provides the technically demanding driver with "high tech" from the world of motor sport, enabling the driver to customise the vehicle's handling characteristics to suit him/herself.

KW automotive GmbH has for many years been a byword in the industry for premium products in the field of car tuning. The company offers its customers the largest range of adjustable suspension systems. The whole range - from springs and sports suspension systems to adjustable suspension systems in three damping variants - is unequalled on the market in its scope and variety. With its engineering competence and its range of available products, KW covers the requirements of both popular and top-level sport in terms of motor racing technology. There are now over 100 employees at the company's headquarters in Fichtenberg, ensuring that top-quality products continue to leave the plant. KW automotive GmbH has established plants at five different locations worldwide, and now employs a total workforce of 180 - and that is a rising trend.

Color design inspired by Far-Eastern philosophy - Lesonal develops colors for Rinspeed

Working in close cooperation with the renowned Swiss car tuner Rinspeed, paint manufacturer Lesonal created the color design for the Rinspeed concept cars. Lesonal exclusively supports Rinspeed with a custom color design for eco-friendly VW project vehicles finished with the Lesonal paint system.

The Buddhist Zen philosophy focuses on the essentials. This theme served as the concept for developing the Rinspeed K2 special effect color. The Lesonal color design was inspired by the teachings and nature of the Far East. Lesonal product manager Thomas Kalan describes the unique finish: "The fine rainbow shimmer of what initially appears to be white is derived from Himalayan glaciers. This special effect paint was inspired by the color spectrum of the snow-covered K2. Similar to the iridescence of glacial colors, the effect really comes to life when one takes a second, deeper look."

The "zaZen" project represented a major challenge. This futuristic "zaZen" concept car will be presented to the public for the first time at the 76th Geneva International Motor Show. Using precious Swarovski crystals, the "Crystal Skin" effect was developed and implemented by color and paint specialist Karl Seelos from Fritzens, Austria. This exclusive color shade requires a perfectly smooth surface. Lesonal responded to this need by supplying the best possible surface.

“zaZen” – Seat-Zen

With the concept car “zaZen”, Rinspeed is now exploring a new route in automobile development. In the face of information overflows, time pressure and ever more buttons and displays in the vehicle, the Swiss vehicle refiner is concentrating on the essential with the use of innovative technologies. The aim: to allow the driver to concentrate on the essential - the Zen.

The seat is the largest area of contact between the occupant and the vehicle and, as such, plays a particularly important role in this concept. Recaro, leading innovator in automobile seat construction, uses “glass” seat shells made from Makrolon® and bright, cheerful upholstery made from transparent Techno-Gel, allowing the seat to adapt automatically to the occupant. In this way, the interior establishes a meditative link between man and machine. Normal seats are transformed into relaxed seating based on “zaZen” – the Japanese word for seated meditation.

With this project, Recaro is implementing a new form of innovative technology and taking a major step closer towards to the ultimate goal of “Made-to-Measure seating”.

Today as in the past both automobile manufacturers and end-consumers regard Recaro as a pioneer among seat manufacturers with regard to quality, safety and innovation.

About the company: Recaro is an independent company within the internationally-active Keiper Recaro Group. Just under 8.000 employees work in the three divisions Keiper, Recaro and Recaro Aircraft Seating to ensure high-quality products in the field of mobile seating for aircraft and vehicles. In 2004, the group made a turnover of one billion Euro.

Recaro has a long tradition: The firm was founded in 1906 by saddler Wilhelm Reutter as a car-body production plant and can look back on 100 years of company history. Reuter produced car bodies for vehicles such as the Porsche 356, VW Beetle, BMW 328, Horch and many other well-known brands. The Recaro brand name was created by combining the first two letters of the founder’s name with the first four letters of CAROsserien, the German word for car body. The first Recaro sports seat was presented in 1965. Following the merger with Keiper in 1969, Recaro has been active as an independent member of the Keiper Recaro family, defining automobile seating with many revolutionary innovations.

Revoflex AG

Visionary and innovative projects call for visionary and innovative solutions.

A world novelty: holographic brake lights for cars, combined with a very flowingly designed, one-piece roof structure made from the hi-tech substance Makrolon.

This calls for crystal-clear and extensible sealing and adhesive materials for the transition from the roof to the car body, which is painted with millions of minute high-quality Swarovski crystals.

As Swiss specialists for out-of-the-ordinary technology, the engineering Group Revoflex AG has developed a completely new and crystal-clear solution to cover the sealing and adhesion requirements, with a view to facilitating our vision - a completely transparent “body of light” on four wheels -down to the last detail. This involved the customized development of a special, crystal-clear and elastically extensible adhesive for the Makrolon substance produced by Bayer Material Science, one of the major plastics manufacturers of the world. The result was a highly innovative product, in which nano-composites were united in combinations of substances never seen before.

In the interests of a successful two-way partnership, in which the central focus is on the customer and his project, Revoflex has organised support and service on a holistic basis, from development to prototype manufacture and right through to the end product.

Our vision: Revoflex realises innovative solutions in plastic materials in order to fulfil the customer's requirements in the best possible way.

Our strategy: We create added value for our customers on the basis of long-term partnerships.

We achieve this with the help of
innovative competitive solutions
rapid and flexible realisation, up to and including market publicity
use of ideal technology
our own standardised techniques

Structure: Revoflex is an innovative company which works as a network to meet the requirements of our customers - rapidly, efficiently and sensitively. Our head office is responsible for the coordination of all production projects, and for the realisation of our innovative technological solutions.

The Ultimate Auto Finish

Tyrolean company perfects crystal coating for cars

When the zaZen auto by Rinspeed is unveiled at the prestigious Geneva Motor Show, it will reveal an unmistakable crystalline luster that speaks of pure auto glamour. The surface of this car is coated with thousands of Swarovski crystals and is the brainchild of a Tyrolean company run by Karl Seelos and his team.

Seelos, a specialist in auto modification, decoration and embellishment who names members of the British, Brunei and Saudi royalty among his clients, has created the special "Crystal Skin" used on the Rinspeed car. The process involves integrating thousands of tiny crystals used on Swarovski's "Crystal Fabric" into the surface of the paint. The base color, while being embellished with the crystal effect, remains intact and an additional transparent sealer covers the crystalline surface to result in a mirror smooth surface. The result is a glittering surface that still allows the beauty of the originally chosen color to shine through.

Karl Seelos works with a team of seven in his company in the small Austrian town of Fritzens. In 2003 he also worked with Rinspeed and Swarovski to give special crystal touches to the "Rinspeed Bedouin" car, which was also presented for the first time at the Geneva Motor show.

Sharp

„We do not seek merely to expand our business volume. Rather, we are dedicated to the use of our unique, innovative technology to contribute to the culture, benefits, and welfare of people throughout the world.

The entire history of almost one century has the character of visions and technical innovations. In 1916 the founder invented the mechanical pencil, named the "ever sharp pencil". This first product marks the true genesis of name of the Sharp Corporation.

Today Sharp Corporation has over 55'000 employees and is engaged in various fields in the electronic industry. The worldwide leadership in LCT-TV and Photovoltaic attracts attention to the public.

Technical innovation, feeding the senses and the environmentally friendly concept correspond to the values of Sharp in a high degree. The multimedia-partnership Sharp and Rinspeed shows this to the public.

At events and exhibition Sharp Aquos LCD-TV will help the audience to understand and experience the zaZen.

Swarovski

Futuristic auto with crystal features for Geneva Motor show - Swarovski cooperates on zaZen project

When one of the world's most futuristic autos is unveiled at the renowned Geneva Motor Show on February 28, 2006, lovers of superb machinery will be introduced to a car that deploys innovative use of Swarovski crystal. The car, the zaZen, produced by the Swiss company Rinspeed not only uses innovative crystal paint and attractive crystalline decorative features, but also advanced crystal and LED technology for its lighting system.

Revolutionary new design

The zaZen, a reference to the Buddhist teachings, is a revolutionary new design concept for the automotive industry. This sleek machine features a roof dome down to the belt line that is made from a single sheet of transparent Bayer polycarbonate. Occupants sit on glass-like plastic seat shells in cheerful, friendly orange, with crystal applications on the backside.

Crystal brilliance for technological advancement

An essential part of the zaZen's organic design is its fascinating mineral white color which is both understated and beautiful. The effect is created using millions of tiny Swarovski crystals protected by a self-healing polyurethane clear coating.

Other crystalline features on the car includes wheel rims using the company's Crystal Fabric in orange, the theme color for indoor features, and a continuation of the clear crystal body work. The car's hubcaps are also crystal embellished in the center and the latest crystal and LED lighting techniques have been deployed for the headlights, rear lights and the side indicators. In addition, the "zaZen" name plate on the rear of the vehicle is made up of a crystal panel with endless effect.

Swarovski as innovator

Swarovski, the world leader in crystal manufacture has made it a cornerstone policy to constantly seek out new ways of using crystal for decorative, design and practical purposes. This can only be achieved through a dedicated commitment to innovation and trend research. The zaZen project is the fifth such activity undertaken by Swarovski, together with Rinspeed, in the exciting field of futuristic autos.

For more than a hundred years Swarovski, the Austrian family company based in Wattens in the Tyrol, has been the world's leading brand for cut crystal. Crystal jewellery stones and crystalline semi-finished goods for the fashion, jewellery and lighting industries are as much a part of the company's product range as gift articles, home accessories, and collectibles fashioned from faceted crystal. Swarovski's artistic and design abilities are

evident in Daniel Swarovski Paris and Swarovski Jewellery, the company's accessory and jewellery ranges. Since 1995 visitors have been able to enjoy the ultimate crystal experience at the Swarovski Crystal Worlds. The Swarovski group also includes Tyrolitâ, which produces grinding tools and abrasives, and Swarovski Optik, the company's optics division, with its precision optics for hunting and nature observation. In 2004 Swarovski achieved group sales of Euro 1,83 billion with a total of approximately 16,000 employees.

Refined crystal mobile phone - Motorola presents its cult RAZR V3i mobile phone in refined Swarovski look

Thousands of tiny Swarovski crystals adorn the new limited edition of Motorola's RAZR V3i multimedia cell phone. In collaboration with Rinspeed, Switzerland's top creative design factory for cars and automotive accessories, the RAZR V3i is to be given a unique superior finish. Two versions of the cult phone - sparkling white and mango/orange - will go on show at the Rinspeed stand at this year's Geneva Motor Show from 2 to 12 March 2006. Rinspeed will be presenting the designer car to match the phone - the "zaZen", a design prototype, which features the same high tech finish and whose revolutionary lighting technology is a real eye-catcher.

The refined Swarovski look perfectly complements the design of the Motorola RAZR V3i. In addition to the glittering crystals, the phone's keypad reflects the incoming light, while the blue backlighting defines each character and key. In a groundbreaking use of material, a revolutionary etched keypad has been created - fashioned from a single sheet of metal - giving the Motorola RAZR V3 family an unmistakable design presence.

Connected in style - all around the world

The Motorola RAZR V3i has plenty to offer technology-wise, too. The RAZR V3i combines exceptional form with high-performance Bluetooth technology, allowing users to enter a world where voice, image and video are easily transmitted without wires – smart and ever-so stylish. Photographers are particularly well-served: A 1.3 megapixel camera lets you take brilliant photos, which can be stored on the TransFlash memory card that comes as part of the package. The quad-band technology keeps you connected in more than 100 countries worldwide and means you can travel around without ever missing a call. The improved battery life with 310 hours of standby time makes sure of that.

Websites:

Obo Werke GmbH & Co.KG – www.obo-werke.de
CW Fahrzeugtechnik - www.borbet.de
Dausmann Holographics GmbH – www.dausmann-holographics.de
D. Swarovski & Co. - www.swarovski.com
Dunlop - www.dunlop.de
Erdgas - www.gvm-ag.ch
Esoro AG - www.esoro.ch
ic! Berlin - www.ic-berlin.de
KW automotive GmbH - www.kw-gmbh.de
Lesonal GmbH - www.lesonal.de
Motorola - www.motorola.ch
Protoscar SA - www.protoscar.com
Recaro GmbH - www.recaro.com
Revoflex AG - www.revoflex.ch
Seelos : www.seelos.net
Sharp Electronics - www.sharp.ch

Strähle + Hess GmbH & Co. KG - www.straehle-hess.de

OesterleSlr - www.oesterleslr.de

Sellner GmbH - www.sellner.de

SC Schäfer - www.sc-schaefer.com

Technogel Germany GmbH – www.technogel.de