



## news release

### **VODAFONE LAUNCHES A NEW SMARTPHONE OFFERING WITH EXCLUSIVE SERVICES AND ASSISTANCE PACK**

#### **ONLY VODAFONE OFFERS DEDICATED SMARTPHONE SERVICES: FROM CHOOSING YOUR PHONE TO PRICE PLANS AND AFTER-SALES SERVICE**

Milan – 19 April 2010 – The best smartphone range on the market, worry-free price plans, dedicated support and after-sales service are the features of “*Piu’ Smart con Vodafone*”, Vodafone’s new personalised assistance programme, which offers customers maximum help in choosing their smartphone. The offering takes the worry out of selecting from the best smartphone range on the market - already configured for surfing the web and with internet traffic included - and provides total after-sales care. Market surveys show that Italy is leading the way in terms of smartphone market growth, with a 28% penetration rate. Increasingly “always on”, Vodafone has once again put the customer at the centre of the smartphone experience.

Vodafone users get much more than just a smartphone. The over 800 Vodafone shops offer the best phones available on the market, as well as support and assistance in choosing the product most in line with their individual needs, price plans for easy internet use and customer care services, with advice on how to use the new phone and exploit its full potential. All this and efficient after-sales care thrown in too, thanks to the Vodafone’s special smartphone call centres located throughout Italy.

In case of need, a priority repair service is available and, should assistance be required, a replacement phone is provided.

A choice of phones from three different segments is on offer starting from €9 a month. Customers can try out the new functions, thanks to the fact that mobile internet is included up to 2GB a month.

New contract customers who switch to Vodafone and wish to buy a smartphone can also benefit from the **Stile Libero New** voice price plan, which enables them to talk for to everyone for 9 cents per minute, with a two-year discount on the government concession tax.

Customers who already have a smartphone and wish to switch to Vodafone are being offered up to €300 in free topups to be used for all types of call, 6 months Mobile Internet included for free web navigation, and all the assistance they require to configure their phone and remain always on.

Further information can be found at [www.vodafone.it](http://www.vodafone.it)