



Press Announcement
For Immediate Release
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Start your engines!

Here comes the brand new range of Packard Bell notebooks and netbook signed by Valentino Rossi

Great news from Packard Bell for all Valentino Rossi fans. The nine-times world champion of Moto GP will sign a new and exciting line of Packard Bell products designed for the on-the-go lifestyle of all those who love exclusive, unique, top-performance objects.

Under the agreement a new dedicated line of Packard Bell notebooks and netbooks will be created. Packard Bell, as is well known, is targeted to those users seeking style, design, and elegance combined with a reliable and prestigious brand name.

The range of Packard Bell products signed by Valentino Rossi, is being developed now and the line's exclusive name will be announced upon its market launch. The range has been designed by the creative genius of ALDO DRUDI, Valentino Rossi's graphic designer, and will integrate the most advanced technologies available on the market. Drudi Performance is credited with hundreds of creations that have amused and thrilled all the champion's fans and Moto GP enthusiasts.

A forceful style, swift and brimming with vitality, evokes the brightly coloured world of Valentino Rossi and the universe of Packard Bell users.

"We are absolutely convinced that users are always seeking an affinity that links the choice of a product to their personal aspirations, to what they want to be and the way they are perceived" - commented Gianpiero Morbello, Acer Group Vice President of Marketing & Brand - "What they buy is above all the idea that rotates around the product, conjured up by the brand and the 'visual details in which they manage to identify themselves. The 'Valentino Rossi brand' has now attained such an international fame that is immediately recognized by most people. As far as we are concerned, being able to offer our customers the opportunity to experience the '*Valentino dream*' through Packard Bell products is extremely rewarding for us, making us very proud."

These Packard Bell notebooks and netbooks will be a must-have as soon as they are made available to the general public, as they will sport the signature of Valentino Rossi on the shell, as well as the number 46, or perhaps the Sun & Moon that distinguish the champion's helmet, or even the now famous nickname 'The Doctor'.

"Technology is now an integral part of all our lives. In my job, the need to continually compete against talented opponents pushes me to improve and, without a doubt, technology was a substantial factor in all the results I have achieved and laurels I have collected. On the job and at home, a computer is something we can no longer do without" – confirms Valentino Rossi.

Packard Bell is highly specialised in the creation of devices that perfectly fulfil the needs of modern users always on the go: innovative products that keep pace with the times, rich in design details, simple to use and reliable.



The Packard Bell notebooks and netbooks signed by Valentino Rossi will certainly become a statement as well as making their owners' personality known to the world. Facing new challenges. Like a true champion.

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About Packard Bell

Packard Bell pioneered the use of the PC in the home, taking an unfriendly but useful office tool and turning it into a friendly, indispensable feature of today's modern home. Stylish design, affordability and customer-oriented features are the hallmarks of all Packard Bell products, a unique combination that no other brand in the European market offers today. In 2008, Packard Bell was acquired by Taiwan-based Acer Inc. and the combined entities now comprise the third-largest PC company in the world.

For more information, please visit www.packardbell.com or www.packardbell.se

All prices are given as information only and include VAT.

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