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[Asus Lamborghini ZX1 Hits India](#)

Retailing at about 48,000 INR

Asus recently announced the release of its high-end Lamborghini ZX1 smartphone for the Indian market, bringing both style and advanced functionality to mobile users across India. The ZX1 is the result of a collaboration between the Taiwan-based Asus and the legendary luxury car manufacturer Lamborghini. Created from exclusive materials (like carbon fiber and stainless steel) to bring in mind the unique look of all the Lamborghini cars, [Asus](#) Lamborghini ZX1 offers not only an attractive design, but also a range of specs that make it one of the most advanced smartphones in India. The new Asus runs on Windows Mobile 6.1 Professional and features quad-band GSM connectivity as well as tri-band UMTS with HSDPA for data transfer speeds of up to 3.6 Mbps. Furthermore, the handset packs a 2.8 inch touchscreen display with 240 x 320 pixels and 65K colors, built-in GPS, Wi-Fi, Music and Video players, Bluetooth 2.0 with EDR, a 3 Megapixel camera with auto focus, secondary video-call camera, push email, Instant Messaging, Web browser and so on. All these features are packed in a slim case that measures 115.6 x 59.4 x 13.2 millimeters and weighs 119 grams. Talking about the new Lamborghini smartphone, Mr. Edward Wang, Business Head, Mobile Communication Business, Asus India, declared: "ASUS ZX1 is the 1st co-branded PDA phone from ASUS and is targeted towards a very niche segment, for people who have a penchant for style. PDA phones are increasingly becoming fashion gadgets and the ASUS ZX1 gives the user the ultimate ownership experience. We wanted the end user to feel engaging an experience as driving a Lamborghini car and you'll find elements of style and design of the Lamborghini car seamlessly incorporated in the ZX1 at every level. Manufacturers are releasing many such co-branded products but ASUS chose Lamborghini as our co-branding partner in the PDA phone segment as we share the same position in PDA phones as Lamborghini does in the automobile industry." In case you want to see more live images with the ZX1, head on over to the live report from CeBIT 2008 (found at [this address](#)), where Softpedia was present to bring you exclusive details and pictures. Asus Lamborghini ZX1 comes to [India](#) with a two-year warranty, for a retail price of about 48,000 INR, which means around \$1,200 or 735 Euros - quite expensive. But, after all, we're talking about one of those luxury and unique devices that are not designed for everyone.