

By: ~~Comsiber/2006~~ Communications News Editor

Motorola Store on Top of the World

Mobile Handset Giant Opens New Store in Lhasa

Motorola announced today the opening of a retail store up in the heights of Lhasa, Tibet. The result of a partnership with a local retailer, the new Motorola Premier Store will bring local mobile phone users a unique and exciting new opportunity to get the most out of their mobile handsets, providing rich user experiences and excellent services. *"Motorola handsets have been performing particularly well in Tibet during the past year - especially the stylish MOTORAZR V3 - so opening the store makes perfect sense for us,"* said the Premier Store operator, Han Chuan Qiu. *"We are very confident in our cooperation with Motorola and in the prospects of the store itself. As a matter of fact, we already have plans for more branches in the future."* As Motorola is the most popular mobile phone brand and largest market share in Tibet, according to Sino-MR, the new Premier Store is expected to be of exceptional value to many of Motorola's local consumers. Motorola is opening its stores in cooperation with local retailers in markets like Lhasa in order to ensure that the mobile retail experience is delivered with a local flavor and benefits from the retailer's own knowledge and experience. The practice will also build the foundation for opening more such stores, and deepen ties between Motorola, its local partners and consumers themselves.