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Sonim Technologies and Land Rover Unveil Exclusive Rugged Mobile Phones Partnership

Partnership reinforces Sonim's status as rising mobile carrier for rugged users

SAN MATEO, Calif., Dec. 3 /PRNewswire/ -- Sonim Technologies announced today that it will embark on a partnership with Land Rover, which will include the launch of co-branded mobile phone products as well as an eco-friendly packaging. Land Rover, recognizing adventurers' desire for a full roster of mobile and durable products, engaged Sonim to become its licensing partner for a line of rugged cell phones that are designed to compliment the lifestyle of the outdoor adventurer. Two co-branded phones will enter the market by mid-2009 - Land Rover S1 by Sonim and Land Rover S2 G4 by Sonim. A third phone line will enter the market later in the year. Sonim and Land Rover will co-market the phones to top operators, mobile retailers and consumers in a staggering 40 countries.

"In less than two years, Sonim has set the bar for engineering best-in-class rugged mobile phones for people who work and play in extreme environments," said Bob Plaschke, Sonim's Chief Executive Officer. "We are delighted to be partnering with Land Rover on this range of rugged mobile phones."

"Land Rover recognizes that our customers' needs extend beyond the driver's seat," added Lindsay Weaver, Land Rover Global Licensing Manager. "Sonim and Land Rover are ideal partners in this effort, as both companies thrive on ingenuity, craftsmanship and durability."

Land Rover and Sonim share a brand spirit: products fit for purpose. The Land Rover phones will be submersible, Bluetooth-compliant and certified to withstand salt, fog, humidity, transport and thermal shock and a 1.6-meter drop to concrete from any angle. To deliver further against Sonim and Land Rover's distinctive marketplace proposition, the partners engaged iconic designer Scott Wilson, to develop the product lines.

As a natural extension of Sonim and Land Rover's commitment to sustainability, the phones packaging forms a long-lasting re-useable rugged water resistant protective case. This is made from XENOY, a revolutionary post-consumer plastic derived mostly from used plastic bottles and film.

Bob Plaschke commented: "We are thrilled about the opportunity to further connect with global adventurers through our durable phones and our truly breakthrough form of packaging."

About Sonim Technologies, Inc.

Sonim Technologies enables today's GPRS, UMTS & Wi-Fi data networks to deliver high-performance VoIP applications and services, specifically optimized to meet the productivity objectives of mobile enterprises. Sonim is headquartered in San Mateo, California, with offices in Bangalore, London, Stockholm and Madrid. For more information, visit Sonim on the Web at sonimtech.com.

About Land Rover

About Land Rover - Since 1948 Land Rover has been manufacturing authentic 4x4s that represent true 'breadth of capability' across the model range. Defender, Freelander 2, Discovery 3, Range Rover Sport and Range Rover each define the world's 4x4 sectors, with 78% of this model range exported to 164 countries. Land Rover employs 8,500 people and supports a further 40,000 jobs in the supply chain.

Land Rover takes its responsibility to the environment seriously. Emissions have been cut with all new models and, together with Jaguar, it is investing £700m on technology specifically aimed at reducing carbon dioxide emissions. Also, since September 2006, carbon dioxide generated by Land Rover manufacturing activities and UK customer vehicle use has been balanced through an industry leading offset programme run by Climate Care.

Land Rover through the G4 Challenge will raise over £1 million for the International Federation of Red Cross and Red Crescent Societies.

www.landrover.com

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