

# news release



1 October 2011

## **Do whatever you want with the latest smartphone on Vodafone UK for three months and find out what data bundle suits you best. Smart eh?**

All new and upgrading customers on Vodafone UK can now use as much data as they like, for whatever they like, for three months. Vodafone's 'Data Test Drive' is designed to give customers the confidence to experiment with their new phone on the UK's best network, get to grips with its features and explore all the apps that are available for it.

Data Test Drive is available for pay monthly customers who choose any of Vodafone's current range of more than 20 smartphones. The first new device to launch on Data Test Drive is the Sony Ericsson Xperia arc S, which was launched in the UK first by Vodafone yesterday (September 30). Data Test Drive will be available on all future smartphones and can also be enjoyed by enterprise customers on consumer price plans.

All a customer needs to do is pick the handset they want and the price plan they think suits their current needs. They are then free to play with their new smartphone, downloading and using apps, surfing the web, social networking, viewing maps, sending emails and even using it to connect other devices to the internet.

At the end of the three month period we'll let the customer know exactly how much data they've used and whether the plan they have chosen suits their needs. If it doesn't we'll recommend some extra data and all the customer needs to do is text us back.

"The latest smartphones allow people to do more with their mobile phone than ever before. We want customers to really play with their new handset and Data Test Drive will give them the confidence to find the apps they love and features they will use regularly," said Srinigopalan, Consumer Director, Vodafone UK. "When you combine the freedom to experiment with your phone with the capability and reliability of the UK's best network, you have a winning combination for any smartphone user."

**More information** can be found at [vodafone.co.uk/testdrive](http://vodafone.co.uk/testdrive).

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