

HUNT IS ON FOR THE HOLY GRAIL OF HANDSETS

Tesco Mobile Phone Recycling calls on consumers to search their drawers for valuable vintage mobiles

17th August 2011: It might not boast the credentials of the Mona Lisa but this modern day icon is set to give the old masterpiece a good fight.

Motorola DynaTAC 8000x, the Holy Grail of antique mobile phones, can change hands for up to £1,000 despite its old school charm and is heralded by experts as the gem of antique mobiles.

According to Tesco Mobile Phone Recycling, this hefty piece of 80's technology is giving our coveted smartphones a run for their money.

Weighing almost 2lb, the Motorola DynaTAC 8000x can be used instead of dumbbells for building biceps and its prolonged use is most likely to cause wrist strain.

This doorstopper of a mobile phone was first launched in the USA in 1983, and then the UK in 1985, bearing a whopping price tag of £2,800, which is worth almost £10,000 today.

Tesco Mobile Phone Recycling is calling on the nation to check if a treasure trove of valuable mobile phones might be hiding at the back of their wardrobes.

With an estimated 90 million mobile phones gathering dust at the bottom of cupboards, Tesco Mobile Phone Recycling is prepared for a flurry of valuation requests and can recycle up to 36,000 handsets a day.

The top five most sought after antique mobile phones are:

- 1) The Motorola DynaTAC 8000x, the world's first truly hand held mobile phone
- 2) Nokia Mobira Cityman 1320, Nokia's first handheld mobile phone
- 3) Motorola 9800x MicroTAC, the world's first flip phone
- 4) Motorola StarTAC, the first 'clamshell' phone, and at the time the smallest and lightest truly pocket sized phone
- 5) Nokia 8850, Nokia's first luxury designer phone

A spokesperson for Retobrick.com which helped identify the Motorola DynaTAC 8000x as the ultimate in an antique mobile phone collector's wish list said: "Just a few years ago most old mobile phones were viewed as junk.

"After hitting rock bottom, the fate of old mobile phones is shining once again. Motorola DynaTAC 8000x has achieved cult status among collectors and is likely to cause frenzied bidding whenever a piece appears on the market."

A Tesco Mobile Phone Recycling spokesperson said:

"Despite our love affair with the newest, shiniest and thinnest mobile phones it is the retro mobile phones, which first came out almost 25 years ago, that are firing collectors' imaginations.

"We are urging people to check their attics, bottom drawers, and the back of the cupboards to see if they can find a treasure hidden away in some forgotten nook or cranny."

Even if our customers don't find a collector's gem, their old mobile phone could be worth more than they think.

Consumers can check out what their handset could fetch and recycle them at <http://www.tescomobilerecycling.com/>, receiving Tesco Clubcard points, cash or a combination of both, earning a nice little bonus for themselves. Customers can triple the value of their mobile with Clubcard points.

Mobile phone recycling will also be available in Tesco Phone Shop soon.

- Ends-

HIGH RESOLUTION IMAGES OF THE MOBILE PHONES AVAILABLE UPON REQUEST

References:

- Customers can recycle their old mobile phone and earn rewards both in store and

online at <http://www.tescomobilerecycling.com/>

- Information on the top five most sought after antique mobile phones is sourced from retrobrick.com
- Estimate of 90 million mobile phones lying redundant in the UK is from Which?

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