Lenovo® recommends Windows® 7 Professional.

THE LENOVO® THINKPAD® X1 CARBON
THE WORLD’S THINNEST AND LIGHTEST 14” ULTRABOOK

LENOVO ENHANCED EXPERIENCE 3 FOR WINDOWS® 7.
FASTER AND OPTIMIZED FOR BUSINESS.

Fast and optimized for multimedia: Lenovo Enhanced Experience 3 for Windows® 7 uses RapidBoot technology to start your PC 40% faster than a typical Windows® 7 computer*. And BootShield maintains fast boot performance even after installing multiple applications. Plus, you can enjoy richer sound and HD webcams. Find out more at www.lenovo.com/win7ee

WHEN TO SELL
Sell to corporate executives, road warriors, SMB leaders and graduate students when they want
• A stylish machine with enterprise-class features
• Lightweight and thin ultrabook that match their changing professional outlook
• Legendary ThinkPad and sophisticated professional design
• Innovative technology and uncompromised performance to achieve the extra mile

WHOM TO SELL TO
Target Segment
Best suited for those who want the best technology in a light weight, ultimate performance, premium ultraportable for an extremely mobile lifestyle
• Corporate Executives
• Road Warriors (example sales professionals)
• SMB Leaders
• Early Adopters
• Graduate Students (example MBA student)

*Available in certified models with Intel® Core™ i3, i5 or i7 processors. Claim is calculated by taking the average of Lenovo EE3 notebooks and desktops and compares it with averaged data from 49 competitor products of similar configuration (Intel® Core™ i3, i5 and i7 PCs only). Testing conducted by CNET Labs, Beijing in December 2011, using the independent TSS tool to measure start-up time and other performance measurements. Performance will vary by model and configuration.
Lenovo® recommends Windows® 7 Professional.

**BUILT FOR PERFORMANCE**
- Latest 3rd Generation Intel® Core™ processors and Turbo Boost 2.0 for greater performance
- Extraordinary visual experience with up to 100% increase in graphics performance using Intel® HD Graphics, compared to the previous generation of X1
- Lenovo® RapidBoot technology to start your computer faster
- Large SSD storage capacity up to 256GB, memory support up to 8GB1 and 10 times fast data transfer with SuperSpeed USB 3.0

**ADVANCED MEDIA AND CONNECTIVITY**
- 14” HD+ display with wide viewing angle, high resolution, and high brightness
- Excellent multimedia experience in a traditional business ultraportable with Dolby® Home Theater® v4
- Improved keystroke noise suppression and new face tracking HD camera for sound audio/video conferences while being polycom ready.
- Built-in Lenovo Mobile Access for contract-free 3G and Mobile Hotspot to share wireless signal with other devices on the go2

**USER EXPERIENCE ENHANCEMENTS**
- Lightweight carbon-fiber in the most cool and quiet ultrabook design for mobility
- Optimized system start up and shutdown time with Lenovo Enhanced Experience 3 for Windows® 7
- The new backlit ThinkPad precision keyboard to work without eye strain in dim-lit or dark environments
- Smoother, more precise navigation experience on the new larger glass touchpad

**SERVICE OFFERINGS**
Lenovo offers a comprehensive portfolio of award-winning services to support and protect your ThinkPad investment. Succeed with substance and let Lenovo’s Service support you all the way.

**Priority Technical Support**
Makes your priority, our priority. 24x7 priority call routing to advanced-level technicians, electronic incident tracking and escalation management services.

**Warranty Upgrades - Onsite and Next Business Day**
Maximizes PC uptime and productivity by providing convenient, fast repair service at your place of business.

**Warranty Extensions (1 to 5 Years Total Duration)**
This fixed-term, fixed-cost service helps accurately budget for PC expenses, protect your valuable investment and potentially lower the cost of ownership over time.

**Accidental Damage Protection**
Avoid the hassles of unexpected repair costs. Provides coverage for non-warranted damage incurred under normal operating conditions, such as minor spills, drops or damage to the integrated screen.

**Keep Your Drive**
Retain your drive if it should happen to fail, giving you the peace of mind to know that your valuable data is secure.

**Asset Tagging**
Systems come equipped with a professional, flexible asset tag based on your exact specifications. PCs are easily identifiable and trackable right out of the box.

---

1. On select models
2. Service available in Austria, Belgium, Denmark, Finland, France*, Germany, Ireland, Luxembourg, Italy, Norway, Netherlands, Spain, Sweden, Switzerland and UK**.
3. Excludes DOM/TOM and all other overseas Territories and Dependencies.

**RECOMMENDED SERVICES**

**3-YEAR WARRANTY UPGRADE TO ONSITE NEXT BUSINESS DAY WITH ACCIDENTAL DAMAGE PROTECTION + 3-YEAR SEALED BATTERY WARRANTY**

---

* Available only in select countries
Lenovo® recommends Windows® 7 Professional.

KEY DIFFERENTIATORS

COMPARISON WITH COMPETITORS

Compared to the HP Envy 14 Spectre, the ThinkPad X1 Carbon offers:
- The most thin and lightweight design for high mobility
- A wide range processor supports up to Intel® Core™ i7

Compared to the Dell XPS 13, the ThinkPad X1 Carbon ultrabook offers:
- A thin and lightweight design built with a 14" panel
- A wide range processor support up to Intel® Core™ i7

INTER-SERIES POSITIONING

Compared to ThinkPad X1 Carbon:
- The ThinkPad L430/L530 are built for the mainstream large enterprise users who:
  - Value optimal performance in an affordable price
  - Want reliability, mobility and rich features
  - Need to connect quickly from anywhere, any time

- The ThinkPad T430/T530 is designed for enterprise professionals:
  - Who want a perfect blend of mobility and performance
  - The ThinkPad W530 is built for professionals who:
    - Use applications that require great computing power
    - Rely on professional-level ISV certified hardware
    - Want high performance and mobility

INTRA-SERIES POSITIONING

Compared to ThinkPad X1 Carbon:
- ThinkPad X131e is built for K-12 students and educational segment who:
  - Value ruggedness, portability and longevity designed for education
  - Want low budget and high cost savings on maintenance
  - Need customization specific to their schools

- ThinkPad X230 is built for mainstream mobile professionals, executives, consultants and sales professionals:
  - Who need lightweight mobility and long battery life

CUSTOMER NEEDS AND OUR SOLUTIONS

Customers need an ultrabook with the best technology

The ThinkPad X1 Carbon offers:
- Latest 3rd generation Intel® Core™ i5 and i7 processors with Turbo Boost 2.0
- Up to 100% increase graphic performance improvement with next-generation Intel® HD Graphics
- Larger 256GB SSD storage and USB 3.0 with 10 times faster data transfer
- Faster system start up with Lenovo Enhanced Experience 3 for Windows® 7

Customers need an ultrabook that is easy to carry and comfortable to use

The ThinkPad X1 Carbon is:
- The world’s lightest and thinnest 14” ultrabook built for mobility
- Fitted with the new backlit precision keyboard to work in any environment
- Designed to run with the coolest and quietest thermals

Customers need an ultrabook with excellent media and connectivity

The ThinkPad X1 Carbon offers:
- Dolby® Home Theater® v4 with surround sound and exceptional audio quality
- Polycom ready for video conferencing, voice conferencing, and online communication
- Dual-array HD microphones with noise cancellation and 720p HD camera for voice/video conferences
- Lenovo Mobile Access for no-contract 3G service and Mobile Hotspot to share internet connection

FOR THOSE WHO DO.