

Lenovo® recommends Windows® 7 Professional.

**lenovo**® **FOR**  
**THOSE**  
**WHO DO.**™

## THE LENOVO® THINKPAD® X1 CARBON

THE WORLD'S THINNEST AND LIGHTEST 14" ULTRABOOK



### 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

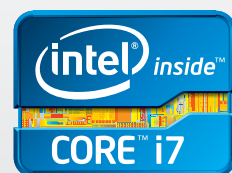
- Corporate Executives
- Road Warriors (example sales professionals)
- SMB Leaders
- Early Adopters
- Graduate Students (example MBA student)



### 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](http://www.lenovo.com/win7ee)

\*Available on 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 VTS tool to measure start-up time and other performance measurements. Performance will vary by model and configuration.



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## BUILT FOR PERFORMANCE

- Latest 3rd Generation Intel® Core™ processors and Turbo Boost 2.0 for greater performance
- Extraordinary visual experience with up to 60% 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.

## 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 Support²

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.

## RECOMMENDED SERVICES

Lenovo  
Services

EXTENDED WARRANTY  
2 YEAR (TOTAL DURATION)

3G (Optional)

1 On select models

2 Not available in all regions

THE LENOVO® THINKPAD® X1 CARBON



## 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 vpro statement



### 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 60% 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



**US: [WWW.LENOVOPARTNERNETWORK.COM](http://WWW.LENOVOPARTNERNETWORK.COM) | CA: [WWW.LENOVOPARTNERNETWORK.COM/CA](http://WWW.LENOVOPARTNERNETWORK.COM/CA)**

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