

Think about it



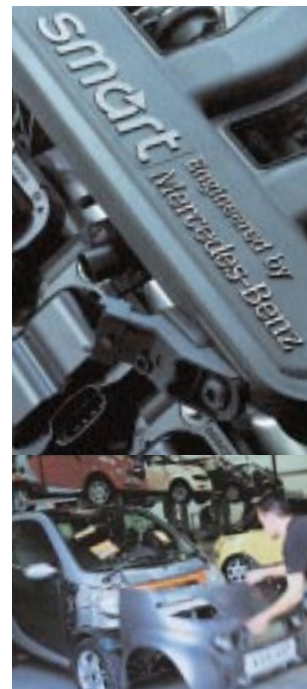
You don't have to be big to be clever



Sometimes the biggest ideas come in the smallest packages. Take the smart. It's only half the size of a large saloon car. Yet it's twice as easy to drive and park, and costs a fraction of the usual price to run and maintain.

It's safe as houses and has more style in its left indicator lamp than all the other cars in its class put together.

So take a peek inside and see for yourself why smart is the most intelligent solution yet for urban driving. Then, if you think you'd like to try it on for size, give us a call.



A lot of miles for a little cost

You'd expect a smaller car to save you money – what will amaze you with smart is just how much.

Its turbo charged Mercedes-Benz engine devours 57.6 miles of road for every gallon of petrol it consumes*. Which means you can fill up your tank for a frugal £17 and still get from London to Newcastle upon Tyne without stopping!

On the road, smart gives off lower CO₂ emissions than just about any other petrol car in the UK. Not only is this good for the environment, it's healthy for your pocket too, as low emissions mean less road tax to pay.

When it's time for the first service, smart will keep you smiling, with a service cost of

around £100**. You won't need to grit your teeth when you ask for an insurance quote either. Starting with a Group 2 rating for the City-Coupé, you'll be delighted at the savings you make.

But what's really clever about the smart is the way it's been put together. Not only does it have the safety features you'd expect to find in a much bigger car, its plastic body panels can be replaced for very little cost if they're damaged – or if you just fancy a change of colour.

Whichever way you look at it, when it comes to saving you money, smart makes simple common sense.

*Figures are for the SOFTIP gearbox in the combined cycle. SOFTOUCH figure is 55.4 mpg.

** (includes standard service parts and oils)



Plenty of style without the fuss

Big isn't necessarily beautiful, especially when it comes to the cars that people fall in love with. With smart, it's often love at first sight.

Its distinctive good looks make it an urban style setter that's hard for many to resist. Then, when you discover the brains behind the beauty, you're hooked. Because with smart, there's a great idea built into every centimetre.

Just half the size of a large saloon car on the outside, smart feels like the lap of luxury inside. It starts with wide, welcoming doors, masses of headroom (even if you're tall)

and the generous leg room of a much bigger car. A high seating position and superb visibility make you feel comfortable and secure as you nip through the city traffic.

Electric windows, remote control locking, sequential gearbox (without transmission), air conditioning*, multi-functional LCD display and stylish pods all add to the feeling of quality you'd associate with a much more expensive car.

So if you like looking good while you get where you're going, slip into a smart. And prepare yourself for those envious glances.



A small car with big talent



Who's got time to sit around in traffic? Behind the wheel of a smart, you'll discover that you have a very unfair advantage.

smart's revolutionary size transforms your driving experience, as you nip in and out of traffic that leaves other cars standing. Its sporty turbo engine, superb visibility and responsive steering make it a dream to manoeuvre, even in the busiest city streets. With a turning circle of just 8.7m, you'll even give those taxis a run for their money.

Once you get where you're going, smart is a doddle to park. At just 2.5 metres, you can squeeze it into crevices that other drivers can only sigh over. And with enough storage space to hold even more than six cases of wine, there's plenty of room for your shopping.

In fact, our designers really put their thinking caps on to take the hassle out of urban driving. For instance, we've included SOFTIP 6-speed gears, similar to the ones used in Formula 1 racing cars, which allow you to change gear effortlessly by hand, without a clutch. That way you can sit back and relax in even the heaviest traffic.

And you're in safe hands too. The body of every smart is encased in a TRIDION Safety Cell, while ABS brakes, EBD, driver and passenger airbags, TRUST-PLUS traction and stability control, a retractable steering column and steel-reinforced seatbacks give you even more protection.

Clever, isn't it?



Don't just think about it!



smart is something you have to experience for yourself, to really appreciate the difference it can make to living and driving in the city.

So come and try a smart on for size and discover why we call it clever motoring. You've got nothing to lose but the other drivers you leave behind...

To arrange your no-obligation test drive, simply complete and return the reply card, phone us on **08080 00 8080**, or register at our website: **www.thesmart.co.uk**.

Choosing is harder than you think

Deciding that smart is the best possible option for urban motoring is easy. The hard part is choosing which of the four smart models to go for...

smart & pure

This classic has everything that makes the smart a smart: a 44bhp engine, excellent value for money, absolute safety and great fun. It's the essence of an active, modern lifestyle.

smart & pulse

Get your pulse racing with the sportiest smart: a 61 bhp engine, dynamic looks and a street-wise attitude. It's 100% smart - the perfect partner for people who want to get ahead.

smart & passion

The truly sophisticated smart: a 54 bhp engine, extensive special features, elegant upholstery and the coolest air conditioning. Goes beautifully with evening wear... or anywhere.

smart cabrio & passion

All the pleasures of the passion, plus a partially electric TRITOP roof that lets the sunshine in. Special extras include a lockable underseat drawer, and an upgraded sound system that really rocks on the road.

Consider the cost

smart is full of surprises, especially when it comes to value for money. See how much you get - and how little it will cost you...

Standard features

Every smart comes with:

1ABS (with Electronic Brake-Force Distribution) 1Driver and Passenger Airbags
1TRUST-PLUS traction and stability control 1Seatbelt tensioners with belt-force limiters
1SOFTIP 6-speed sequential clutchless transmission 1Twin-section tailgate with remote release (City-Coupé) 1Remote control locking 1Electric windows
1Rev counter 1RDS AM/FM radio-cassette player 1...and two seats!

Great prices

smart & pure	from £6,295 OTR*
smart & pulse	from £7,295 OTR*
smart & passion	from £7,995 OTR*
smart cabrio & passion	from £9,995 OTR*

*OTR includes 12 months' road fund license, delivery to the dealer, number plates and the first registration fee.

You can get even greater deals when you ask about our used cars too.



For your no-obligation test-drive
call now on 08080 00 8080. Or visit www.thesmart.co.uk.