

'smart times': fans of the town racers are meeting in Zell am See from 24th to 26th August

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Agency: [knoefler-journalist](#) | media + communications



For smart fans and would-be fans, there is only one possible destination for a journey in August: in 2007 the 'Europa-Sportregion Zell am See-Kaprun' is hosting the legendary international fan event of the cultish town racer for the second time. The smart times start on 24th August. Thousands of the tiny cars will be reigning the streets of the idyllic mountain town of Zell am See then. Unique landscapes, an exciting range of sports and leisure activities as well as a unique variety of sights in the immediate vicinity are waiting for all visitors who are taking part in the official fan meeting of the automobile icon.

The first of these pocket-sized cars were seen on the roads of Europe in 1998. Since then the smart has become available in numerous variants - as a four-door hatch, a roadster or a convertible. It is mainly the exotic specimen that make the smart lovers' hearts beat faster: when the cars come along in a 'kilt', in a leopard design or with a golden car body, they have a magical attraction for people's attention. Of course, these uniquely decorated specimen will also be presented at the 'smart times 2007'. The best of them will be awarded prizes in the 'smart Voting'. And that is not all: passionate 'smarties' will get an opportunity to try out the latest models in the 'smart Test Drive'. Special highlight for 2007: the new generation of the 'smartfortwo'.

The smart community is playing a special part this year. The drivers of the fast little cars from the house of the

DaimlerChrysler subsidiary are given a say in the organization of the event. For weeks they have been discussing in all the relevant forums about what will make the best smart times ever better than anything known so far. And they all agree on one thing: 'smart is cult'. And cult is what they intend the repeat of the fan event in Zell am See-Kaprun to be.

As a matter of fact, being cult is no problem at all in that car: after all, the smart is a very special specimen among the unusual vehicles. As a saloon or as a convertible, as a roadster or as a four-seater: the smart family is small, but still really great. The 'standard smart' is roughly two and a half metres long and just one and a half metres in width. These measurements are the strong points of the nimble little car, especially in town. Looking for parking space is child's play. On main roads, its 177-hp engine makes driving real fun, too. Lovers of the 'fortwo', the 'forfour' or the 'roadster' can be found in the four corners of the world.

You can find more information on the 'smart times 2007' at www.smarttimes.at on the Internet. Details about the 'Europa-Sportregion Zell am See-Kaprun' are available at www.europasportregion.info.

General Information:

With its 14,000 beds and two million overnight stays a year, the 'Europa-Sportregion Zell am See-Kaprun' is one of the most important holiday regions in Austria. At any time of the year, the region offers its guests a very varied range of holiday choices. During the summer months it convinces with ideal conditions for all kinds of sports - from golf or walking to biking to water sports. Its special highlight: you can always ski on finest powder snow here - even in warm weather. It is the glacier of Kitzsteinhorn situated at an altitude of 3,000 metres that makes this possible. Visitors of the 'Europa-Sportregion' can quickly and easily reach day-trip destinations like Mount Grossglockner, the mountain reservoirs of Kaprun, or the City of Salzburg where Mozart was born. Moreover, Zell am See-Kaprun offers its guests a unique mixture of events - from great concerts to first-class sports events.

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