

From Innsbruck to Salzburg: The most beautiful routes in the Europa-Sportregion

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For smart times participants in the Europa-Sportregion Zell am See-Kaprun, their cars are a great deal more than just a means of transportation; more a blend of passion and legend. Many proud owners not only repaint their little beauties, but also lower and customise them in their own special ways as soon as they have bought them. As a result, the little DaimlerChrysler series model is soon transformed into a unique vehicle. Indeed, jealous looks from fellow participants are the very best prerequisite for winning the 'craziest smart deko contest' at this year's smart times from 24 to 26 August...

Although the city sportster is a joy to behold, it is an even greater pleasure to drive. And the Europa-Sportregion offers plenty of opportunities to do just that - because thanks to its central location, Zell am See and Kaprun are the ideal starting points for motoring around Pinzgau and far beyond. For smart drivers, even the journey to the event becomes a unique experience. Here are just a small selection of the many roadside highlights:

For example, guests from Germany, Italy and Switzerland approach the region via the Inn valley motorway. Not far from Innsbruck, in peaceful Wattens, Swarovski invites passers-by to visit its impressive worlds of crystal. And after a little detour to the Austrian jewellery producer the journey continues on the motorway to Wiesing. Via the Ziller (B169) and Gerlos (B165) main roads drivers head for Königsleiten, the home of the highest planetarium in Europe - a romantic adventure for 'smart couples'. Only about twelve kilometres away is Krimml, with its exhilarating waterfalls. This unique Austrian natural monument can be reached by smart drivers in no time at all via the Gerlos toll road. From here, Zell am See-Kaprun is only about 50 minutes drive.

Having arrived in the Europa-Sportregion, a tour to Großglockner, the highest mountain in the alpine republic, is of course an absolute must. The whole-day excursion starts in Zell am See, takes the alpine road through Bruck and Fusch all the way to the top of the mountain. On the way back towards the valley, the route takes you to Heiligenblut, Winklern and the B107 towards Lienz. From there along the Felbertauern main road (B108) through a tunnel to the north and from Mittersill back to Zell am See – an unforgettable experience for any motorist!

There are also many outstanding destinations to explore east of the Europa-Sportregion. All of them within easy reach with the smart: From Zell am See the main Pinzgau road (B311) leads directly to Taxenbach. There you will find the centuries-old gorge known as the Kitzlochklamm, a rare spectacle of nature with a built-in guarantee of goose pimples. If you are travelling

in a smart forfour with the whole family, then turn in Taxenbach and head for Saalfelden. The gigantic summer toboggan run there is a fantastic highlight, especially for the kids.

Is it a day excursion to include the world of alpine nature you are looking for? Then take the main Hochkönig road (B164) from Saalfelden, then the B311 and the Tauern motorway as far as Hohenwerfen, where a majestic castle reigns high above the Salzach valley. A tour of this ancient fortress will take you back to times long gone. And if you still have fuel to spare, you can easily make an excursion via the main Salzachtal road (B159) and the Tauern motorway to the salt mines (Salzbergwerke) in Bad Dürnbreg, only 30 kilometres away. And from here, the exciting provincial capital Salzburg, with all its cultural attractions, is only a stone's throw away.

You can get more information on the 'smart times 2007' event in the Europa-Sportregion online 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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