

'smart times' 2007: many participants will join the smart trail to the 'Europa-Sportregion'

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The motorway - here you can see them all, neatly lined up in a row: minivans, off-road vehicles, estate and compact cars. Especially towards the end of the summer holidays the arterial roads display a vast variety of all kinds of car types. Happily, they pass each other, a colourful melange of vintage cars and newcomers, a common sight. But the panorama changes in August. If you hit the road on 24th August, direction Salzburg, you just cannot fail to notice: smarts wherever you look. Rear view mirror: smarts. Side mirror: smarts. On this very Friday the motorway is the domain of these nimble little cars all heading in the same direction: Zell am See.

For one weekend the popular holiday resort in the 'Europa-Sportregion' is hosting a unique event: from 24th to 26th August the international smart fan club is meeting at the shores of Lake Zell to celebrate themselves and their city cars. 'smart times', the biggest event of its kind worldwide, are a must for Bernhard and Christina Priebitz. They are roadster fans of the early hour and have been driving the sleek smart model since 2003. 'But of course we also have a fortwo and a forfour', Bernhard Priebitz says proudly. And it goes without saying that 'smart times' have been entered in their calendar in capitals month ago - just like every year.

Along with their friends of the smart fan club they set out for Pinzgau in the dead of night, a trip of about 600 kilometres for the group who start their journey in the Taunus Mountains in Hesse. And because it is just a lot more fun to travel in a larger group, the Priebitzes and their friends meet with another 15 smart fans at a motorway restaurant on the A3 to join the so-called 'smart trail'. 'This is a real highlight: to meet the people whom you got to know via the Internet and haven't met before.' It is on the World Wide Web where those meetings are arranged and the 'smart times' definitely take the top position among the international events of their kind.

But it is not just because of the many friends in the smart community that Piebitz is looking forward to the meeting. As an enthusiast who loves to tune up his customised cars, he is also curious to see other done up vehicles. And his own lowered roadster with gullwing doors and an illuminated underbody is also quite a sight for sore eyes. He spared neither efforts nor costs and invested 15,000 Euros in his car. Visitors get away a lot cheaper: they don't pay a cent. If you are interested in marvelling at a few hundred smarts, just come to Zell am See and let the spark of enthusiasm ignite you while watching the longest smart motorcade or enjoying top-class music events and the decoration contest.

More information about the 'smart times' 2007 in Zell am See are available at www.europasportregion.info.

Contact Europa-Sportregion
Europa Sportregion Marketing GmbH
Guest Service
Phone +43 (0)6542 - 770 0
welcome(at)europasportregion.info
www.europasportregion.info

Press contact
knoefler-journalist . media + communications GmbH
Mr. Benjamin Knöfler
Phone +49 (0)6028 - 80729 0
esr(at)kj-media.com
www.knoefler-journalist.com

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.

[You can find this press release here](#)