

smart times: turn the ignition key, step on the accelerator

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Bang the door shut, turn the ignition key and step on the accelerator: thousands of smart drivers only have to wait another eight days until they can hit the road via Zell am See. Surrounded by the picturesque panorama of the Austrian Alps smart fans from all around the globe are meeting from 24th to 26th August 2007 to celebrate themselves and their nimble little cars. The region is looking forward to this great event of engine speed and horse power and is all set to welcome the drivers of the small compact cars who will come rushing in next weekend.

The international smart community is already meeting for the second time in the heart of Pinzgau. Thanks to its central location in the west of the province of Salzburg, the journey to the region is very easy. No matter from which point of the compass you might start the trip: the transport connection to and from the popular holiday region in the Alps could hardly be any better. And it is also for this reason that thousands of passionate smart drivers are expected to attend this meeting, which is unique in entire Europe. And it is definitely worth the effort.

'Brabus race drive', 'smart on boat', and a common smart parade around sparkling blue Lake Zell: the programme, the region has in store for over 2,000 expected visitors, is manifold. The focus is always on the vivid exchange between the participants. For no matter if the visitors are from Spain, France, Poland or Greece, they all share a passion for the nimble little car made in Germany. And the 'race drive' gives a taste of the horse power the tiny cars hide under their hoods. Professional race drivers take visitors on a high-speed ride in their race smarts. For four euros, the acceleration will press you deep into the seat of the car and adrenaline will rush to your head when you experience the speed and power on the race track. The proceeds of the event will be donated to the institution of SOS Children's Villages. One more good reason for getting in the car and fastening the seat belt.

And for the ones who got infected by the speed virus, there is the community area on the airfield of Zell am See. Here the tuning company 'Brabus' displays its products and fans find the necessary equipment to tune up their own smarts. As a special treat visitors of the smart times can purchase exclusive products at a preferential price during the Happy Hour. And once your own smart is done up, you can proudly present it at the 'smart on boat', which is quite a sight for sore eyes. Along with the other participants, you can take a boat across the lake. A perfect supplement to the parade of thousands of smarts circling the lake - a unique sight!

More information about the smart times 2007 in Zell am See-Kaprun can be found on www.europasportregion.info.

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Information summary

The holiday region Zell am See-Kaprun with its 14,000 beds and two million overnight stays every year is one of the most important holiday destinations in Austria. During the summer months you can enjoy a variety of outdoor activities like rafting, golf and hiking. And also in the cold season there is never a dull moment thanks to sleigh rides and hiking tours in snowshoes. Skiers can comfortably reach the 132 kilometres of slopes with powder snow with one of the 56 lifts. Snowboarders enjoy the perfect conditions of the Snowpark on the 2,600 metre high glacier plateau. Even in the summer you can swish down the slopes here. The renowned German publishing house of 'Falk Verlag' awarded Zell am See and Kaprun the decoration of the most family-friendly holiday region in Europe.

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