

'smart times': In Zell am See the little one is the greatest / On 26th August the 'Europa-Sportregion' is an Eldorado for the lovers of the tiny racer

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It is just about two and a half metres long and one and a half metres in width. These measurements are the easily steerable little car's strong points, especially in town - finding a parking space becomes child's play. But its 177 hp guarantee lots of driving fun on main roads as well. As a convertible or as a hardtop, as a roadster or as a four-seater: the smart family may be small, but it is really great. The nippy little cars built by the DaimlerChrysler subsidiary have reached cult status long since. There are lovers of the 'fortwo', the 'forfour' or the 'crossblade' in the four corners of the earth.

From 25th to 27th August all fans of the smart and all those who are going to be fans are meeting in the 'Europa-Sportregion Zell am See-Kaprun'. For the first time ever the legendary 'smart times', the official international smart meeting, are taking place in the popular holiday region in Pinzgau. For a whole weekend thousands of the tiny racers will reign in the streets of the idyllic mountain town. For the sixth edition of its cult festival, smart has decided to turn its back to Carinthia and invite to the 'Europa-Sportregion'. The unique countryside, an exciting sports and leisure programme, and the fact that it is centrally situated right in the middle of the Alps have clinched matters in favour of the region.

In 1998 the first of these pocket-size cars populated the roads of Europe. Since then various models of the smart have become available - five-door, roadster or convertible. And it is especially the more exotic specimens that make the smart lovers' hearts leap: in a tartan or leopard design, or with their bodywork painted in gold, they almost magically draw everybody's attention. Of course, these uniquely adorned specimens will not miss out on

'smart times 2006'. They will be awarded prizes in the 'craziest smart voting'. And there is more: passionate 'smarties' will be given a chance to steer the latest models in the 'smart test drive'.

The festival will get under way with the spectacular arrival of more than 1,500 smarts from at home and abroad driving to Zell airport site in a procession. The so-called community area, the 'smart times' headquarters with a huge parking that provides lots of space for hp-whispering, is situated there. This is where the participants can exchange information on the most beautiful routes in the 'Europa-Sportregion': many of them lead the visitors through the picturesque countryside of the region - a procession of cars along the Alpine road to the mountain reservoirs of Kaprun or even across Grossglockner.

The three-day programme is rounded off by live acts, disco nights, and lots of culinary delights. Franz Klammer is sure to

enjoy those, too: the former ski racer and gold medallist of 1976 is one of the people who cannot resist the lure of these tiny cars. smart fans best plan their own journey on the Internet. There are many attractive package offers from 'smart & fun' to 'smart & passion' to be found at www.mySmart.at.

You can also find more information on 'smart times 2006' at www.mySmart.at and lots of details about the 'Europa-Sportregion' at www.europasportregion.info on the Internet.

General Information:

With 13,500 beds and two million overnight stays per year, the 'Europa-Sportregion Zell am See-Kaprun' is one of the most important tourism centres in Austria. In winter as in summer, guests find all kinds of leisure activities to choose from. For ski fans there are 130 kilometres of finest pistes in thick powder snow. In the summer months Zell am See and Kaprun captivate with ideal conditions for more than 40 different kinds of sports - from hiking and golfing, cycling and all water sports to extreme sports like canyoning and, last not least, summer skiing on the glacier of Kitzsteinhorn. In recent years the region has also hosted many races of the Mountain Bike World.

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