



## **Win a 2008 smart Car with the Launch of the 451 smart fortwo**

*With smart USA preparing to launch the innovative 2008 smart fortwo, a website has been created for smart owners and enthusiasts to coincide with the U.S. launch of smart. The 451s site offers a chance for site members to win a smart.*

Mountain View, CA, January 16, 2008 --(PR.com)-- With smart USA preparing to launch the innovative 2008 smart fortwo, and with an astounding 30,000 people showing an interest in the new vehicle by putting down a \$99 deposit on the already iconic vehicle, demand is high for the efficient and unique automobile.

Because the smart really is a new concept to most Americans, a quick history of this impressive auto can be helpful. The moniker smart actually is derived from the acronym of Swatch Mercedes ART. The smart line was established in 1994 by Mercedes and Swatch - indeed, the top of the line motor car company and the watch manufacturer. Eventually, Swatch sold off its ownership interest to Mercedes.

The fact is that the correct way to spell the name of this automobile brand actually is “smart” in all lowercase letters. The U.S. press has been struggling thus far getting the spelling of the smart correct. It is also important to note that calling it a “smart car” is actually incorrect - although a hard habit to break. The reality is that you would not more call a Ford a Ford car than you should reference a smart as a smart car. But, again, this is proving to be a hard trend to bust.

More confusion has occurred in regard to the fortwo model name in the smart auto line. The smart fortwo actually has seats for two ... hence the name “fortwo” (for two).

At this juncture, the future of smart in the U.S. is up in the air. However, with that understood, even before its official United States launch, smart has been voted one of the 2008 Cars of the Year by Playboy Magazine. In addition, famous car enthusiasts like Jay Leno have high regard for smart. In the end, smart likely is a sign of a trend that is likely to continue. For example, there are other two seater vehicles that are gaining in popularity the world over, including offerings from Ferrari and Lamborghini.

With the U.S. official launch of smart, the vehicle has been further identified as a 451 smart fortwo. The 451 reference comes from the actual version number of the esteemed vehicle. Prior to this designation (up until 2006) the reference number was 450 when it came to smart.

A website has been created for smart owners and enthusiasts to coincide with the U.S. launch of smart. The site offers a chance for site members to win a smart. The site can be found at <http://www.451s.com>. The site also operates internationally under the web addresses of 451s.us, 451s.ca, 451s.co.uk, and 451s.de.

“The launch of smart in the United States will mark a major turning point when it comes to the automobile industry in North America. If you are interested in having the chance to become the owner of this unique and iconic automobile, you need to take the time to become a member of the 451 smart site,” -



Stephen Noton, creator of the 451 smart fortwo Owners & Enthusiasts site <http://www.451s.com>

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