

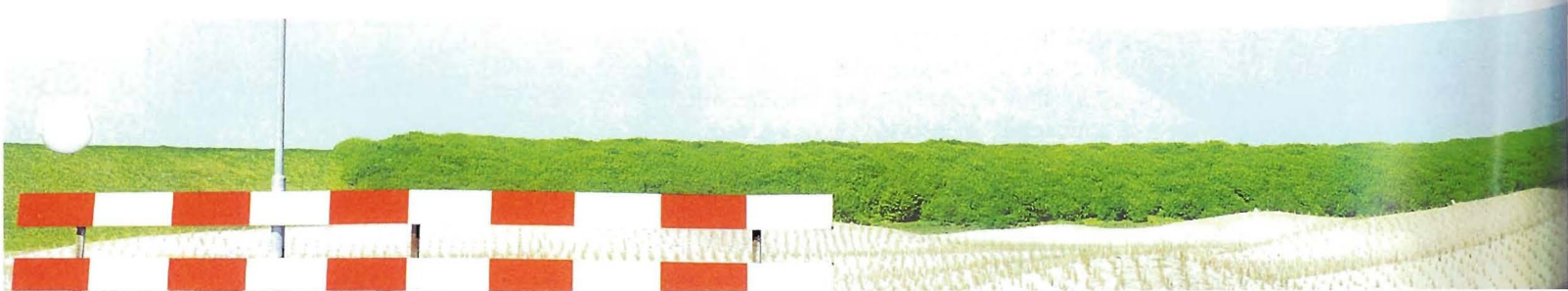
SMART CAR SMART PEN



The Smart fortwo pens in ice white, phat red and shine yellow. Prices range from \$75 to \$100.

It's cute, it's fun, it's fuel-efficient, and it's coming to America.

Get ready for the debut of the diminutive Smart car. Best of all, it's coming with the right mate: a writing instrument collection designed exclusively for Smart by Italian penmaker Aquila Brands.



BUILT IN FRANCE, THE SMART "fortwo" model—named for its two-seater configuration—was originally the product of a collaboration between Mercedes-Benz and Swiss watch company Swatch. Now wholly owned by Mercedes, Smart was launched in Europe in 1998 and in Canada in 2005, with 750,000 sold in 36 countries so far. The current fortwo will be redesigned for 2008, when sales will begin in the US with the introduction of the new model, sold through SmartUSA.

The car is a perfect fit for Aquila, which has also created writing instruments in partnership with Ducati motorcycles and Jaguar automobiles. "Our portfolio includes brands with clearly distinguished features, which appeal to individuals who come from different walks of life and with different personalities," says Giuseppe Aquila, CEO of Aquila Brands. "Smart's revolutionary concept has brought great innovation into the car market and changed the vision of the city car altogether with the fortwo, which has become a cult vehicle in many countries. With our Smart pen collection, we aimed at a young and dynamic audience, hoping to duplicate the car's success and creating a cult object for con-

temporary pen users."

The Smart pens, available as fountain or ballpoint with gel refill, are well-matched to the spirit of the car. They're small but multifunctional, with a cone-shaped barrel end that can be used on a PDA when the pen is closed. The elongated, spring-loaded clip mimics an eyeglass frame when slipped over the edge of a shirt pocket. The chromed brass cap complements each of five lacquered barrel colors—phat red, ice white, bay grey, shine yellow and jack black—that reproduce some of the available Smart exterior shades. And while each is presented in a metal gift box, the first 5,000 sold will include a model of the car.

Smart's popularity transcends traditional demographics, and Aquila believes the Smart pen will, too. "Unlike the majority of writing instruments, Smart pens appeal to both men and women," Aquila says. "Our targeted audience consists of young or young-at-heart, dynamic and trend-conscious individuals who are tired of conventional writing instruments—and conventional cars. Smart cars are small, practical, colorful and fun to drive. Smart pens reflect these values and are fun to write with."

Like Aquila, Smart USA is counting on wide appeal. "We're going after 'Generation E', which stands for 'everybody,'" says Ken Kettenbeil of Smart USA. "We're not focusing on age and income. It's more lifestyle and attitude, and it's going to be a range of ages. It's more of a mindset than a demographic that we're going after. The time is right, what with urban congestion and volatile energy prices, and we think the car is going to do very well in the US."

Aquila appreciates the advantages the Smart offers. In the Italian coastal city of Naples, near which his business is headquartered, the small cars are a common sight. He speaks from personal experience when he says, "Of all the cars I have, I enjoy driving a Smart fortwo in the highly congested streets of Naples. It's pleasant to drive, I can park it literally anywhere, and as a popular Italian comedian says, 'Have you ever seen a person driving a Smart who is not handsome?' Smarts are great cars, and the pens were developed with the same philosophy in mind."

For more on Aquila Brands' Smart pen, telephone 203.438.8800; visit aquilabrands.com/smart.



Smart offers 50 mpg and can cruise all day at 75 mph.



The cone-shaped barrel end of the Smart pen doubles as a PDA stylus. Smart is a popular car brand in Europe, where it is an ideal vehicle for zipping through crowded cities while saving fuel.



SMART IS NOT YOUR AVERAGE vehicle. It is small enough that two of them will fit end-to-end in a standard parking space; it can even be parked perpendicular to the curb, without the nose sticking out into traffic. Don't be fooled by the size, though. With its high roofline and sloping floor, Smart is comfortable even for those well over 6 feet tall. I've stuffed twelve bags of groceries and two cases of soda into the cargo area, and the passenger seat folds flat for even more storage. Opt for the cabriolet model, and you get a soft roof that can be pushed back or dropped down and roof rails that snap out easily for a full open-air experience.

The car is built around a reinforced Tridion steel cage for safety. Smart contains four airbags and electronic stability control and meets all

US crash test standards. Should you desire a color change, its plastic body panels snap on and off; reskinning the entire car takes about two hours. Equipped with winter tires, it tackles foul weather as well as any compact car, and its 1.0 liter rear-mounted engine takes regular-grade gasoline and returns an estimated 50 mpg.

This is not an all-purpose vehicle; originally designed for Europe's narrow streets and legendary parking woes, Smart is primarily a city commuter, designed for singles or couples carrying a reasonable amount of cargo. Even so, it can handle itself on the highway; acceleration isn't blistering by anyone's measure, but once you get it going, Smart can cruise all day at 75 mph.

For more on Smart, visit smartusa.com.

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