



**166 words**

## **Summary Statement about thesmartclub**

**thesmartclub**, founded in July 2000, is world's largest independent club for smart car owners and enthusiasts with members in 52 countries around the world, acquiring an average of 11 new members per day, seven days per week. In addition, despite the relatively short time the car has been in production, thesmartclub is now the UK's second largest car club of any automotive manufacturer based on membership numbers<sup>1</sup>.

The club was formed to provide the best, impartial, central source of information, parts, help and advice on '**all things smart**' whilst also enabling local, regional, national and international 'smart' events to be organised. It is the **only** independent club for smart cars to be formally recognised by, and affiliated, with Daimler UK Ltd.

Over 99% of our Members around the world communicate 'online' via thesmartclub web site. **thesmartclub** is 100% independent and is administered in Edinburgh, UK supported by a dedicated team of people around the world.

To join or obtain further information, visit us at [www.thesmartclub.com](http://www.thesmartclub.com)

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**1000 words**

## **Detailed information about thesmartclub**

**thesmartclub** was founded in July 2000, initially to provide UK owners of smart cars with an internet based source of totally independent advice and information about their car. This need arose following the founders of the club importing a smart fortwo (or City Coupe as they were then known) from the Netherlands back to the UK in early 2000. At that time (2000) there were no formal Daimler UK Dealerships selling these vehicles and as such, the need to have a centralised source of information and assistance was paramount. This scope of thesmartclub quickly expanded to provide Members with the ability to share experiences, knowledge and co-ordinate local meetings.

The over-riding principle of **thesmartclub** was very simple - to provide the best, impartial, central sources of information, parts, help and advice on '**all things smart**'.

Within a matter of months, **thesmartclub** had dozens of members in countries within continental Europe and now, **thesmartclub** is the world's largest independent club for thousands of smart car owners and enthusiasts with members in 52 countries around the world. Our club secretary continues to receive new Membership Applications at the rate of **11 per day**, seven days per week. 2007 saw thesmartclub further expanding its services by offering full Membership opportunities to smart car owners and enthusiasts who had no internet access.

In 2004, **thesmartclub** succeeded in becoming the UK's second largest car club of any motor manufacturer based on membership numbers'

**thesmartclub** is 100% independent, is administered in Edinburgh, UK and supported by a team of dedicated individuals around the world.

Over 99% of our Members around the world communicate 'online' via thesmartclub web site, 4.8% of the membership do not yet own a smart and **thesmartclub's** statistics indicate that 7.1% of members purchased a smart as a direct result of the information provided via thesmartclub website.

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**thesmartclub** became a private limited company in November 2004 and is funded via the sale of club merchandise, Membership subscriptions, the *Privilege Card* Scheme and advertising revenue. The *Privilege Card* Scheme provides Members with the option to purchase a *Privilege Card* for a nominal annual fee – this card then offers holders discounts and offers from a range of official smart centres for servicing and parts in addition to discounts and offers from a range of national and international third party companies.

## Web site

**thesmartclub** web site lies at the centre of all the club operations. The site currently attracts<sup>ii</sup> over 16,000 (sixteen thousand) **unique** visitors each day (over 90,000 daily hits) to share their knowledge and view the latest topics in a variety of forums. The launch of the new smart fortwo in 2007 saw thesmartclub achieve 100,000 (one hundred thousand) hits per day at the end of the first quarter, 2007.

**thesmartclub**'s dedicated **Member Area** provides further specific product and event information and also provides access to a range of third party companies capable of supplying parts and services to smart car owners around the world. In addition, the **Member Area** also provides access to a range of real time chat rooms, club merchandise, Technical information, links to associated smart clubs around the world and a dedicated area for information relating to Daimler UK Ltd.

**thesmartclub** is unique amongst smart clubs around the world by providing smart centres and third party companies with their own direct access to dedicated areas of our web site for promotional purposes – this '**Always On**' facility was launched November 2005 and is proving to be highly successful in bringing our Members the latest offers whilst also generating increased publicity for participating companies based on their target audience. It enables third party companies to enter information and promotional event data directly into their own area of thesmartclub web site, add graphics and any other relevant content and make this immediately visible to all visitors to thesmartclub web site. Virtual customer footfall for each company's 'Car for Sale' pages averages 100 unique customers per day per Dealership.

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## Events

Whilst there are a large number of local meetings held throughout the world, **thesmartclub** prides itself on holding a number of major national and international events including:

- an annual visit to the smart production factory in Hambach, France. This event has run annually since 2001 and is one of the most popular and most over subscribed events held – at the annual launch of the online application for this event, applications are received by thesmartclub at the rate of 3 (three) per minute)
- Our Destination Brooklands event in association with Daimler UK, that attracts around 2000 smart car participants from across Europe who drive to Mercedes-Benz World Brooklands for an outstanding day of events and activities
- thesmartclub Track & Drive day where a motor testing circuit is hired for a full day uniquely for smart car owners. The day offers smart car owners the ability to test their own cars around the circuit with short and long laps, ABS test areas and some driving skill events.
- A range of additional Events and meetings in Germany, Austria and multiple other European and global destinations

## International Magazine

**thesmartclub** is also the only smart club to provide owners, dealerships and enthusiasts with a full colour quarterly international magazine. Launched in A4, full gloss colour in professionally printed and bound format, our international smart magazine '4site' continues to be the only regular smart magazine available in both hard copy and available for download from our web site. The '4site' magazine is distributed free of charge to every UK smart dealership, UK smart third party companies, smart Dealerships across Europe and smart Dealerships across North America. In addition, the magazine is posted to all Members of thesmartclub who have 'full membership' and to all our Members who have no internet access. The magazine can also be purchased online via thesmartclub's Online Shop. Distribution and readership continues to expand with the most recent issue having over 27,000 copies downloaded from our web site in addition to the 'hard copies' distributed across the UK, Europe and North America.

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## Brand rules and guidelines

thesmartclub is proud of its reputation, protected brand and logo.

Please note:

1. thesmartclub wordmark must always be in lower case, displayed as one word, non italic text and in Arial font
2. thesmartclub logo is a trademark of thesmartclub Ltd
3. the '4site' logo is a trademark of thesmartclub's Newsletter
4. when referring to thesmartclub in promotional text, leaflets or web pages, there must be the following description of thesmartclub in the introductory reference:

**thesmartclub – be part of the world's largest independent club for smart car owners and enthusiasts**

5. our web address must also be displayed within the same content namely:

**[www.thesmartclub.com](http://www.thesmartclub.com)**

6. any additional use of thesmartclub wordmark, logo must be approved by thesmartclub – email 'admin@thesmartclub.com'

Further details regarding use of the logo, fonts and brand controls are available on request.

### Contact details:

Direct phone number:	+44 (0) 845-299-0332
Email:	admin@thesmartclub.com
Website:	www.thesmartclub.com

<sup>i</sup> Source "Auto Express" magazine, April 2004 and November 2004 based on number of Members

<sup>ii</sup> Based on statistics for Q3 and Q4 2006

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