



Summary Statement about thesmartclub

thesmartclub, founded in July 2000, is world's largest independent club for smart car owners and enthusiasts with members in 51 countries around the world, acquiring an average of 14 new members per day, seven days per week. In the UK alone, over 69% of all smart car owners have already registered as members of thesmartclub and we are already the second largest car club in Britain¹.

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 DaimlerChryslerUK.

Over 99% of our Members around the world communicate 'online' via thesmartclub web site. **thesmartclub** is 100% independent, has no joining, membership or renewal fees for our online Members 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

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 scope quickly expanded to provide Members with the ability to share experiences, knowledge and co-ordinate local meetings.

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

... cont

*thesmartclub, PO Box 28625, Edinburgh, EH14 5WA, UK.
thesmartclub is a brand of thesmartclub Ltd.
Registered in Scotland - Company number SC259434*

a member of
Edinburgh
CHAMBER OF COMMERCE

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 51 countries around the world. Our club secretary continues to receive new Membership Applications at the rate of **14 per day**, seven days per week and over 69% of all UK smart car owners are already members of thesmartclub.

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 our website.

thesmartclub became a private limited company in November 2004 and is funded via the sale of club merchandise, our Privilege Card scheme and advertising revenue.

thesmartclub web site currently attractsⁱⁱ over 12,200 unique visitors each day (approximately 50,000 daily hits) to share their knowledge and view the latest topics in a variety of forums.

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 DaimlerChrysler/smart.

thesmartclub is also proud to provide it's Members with the opportunity to apply for thesmartclub *Privilege Card* offering holders a range of exclusive discounts including discounts on parts, servicing, car purchase, travel, insurance from a range of smart dealerships and third party companies. We are also 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

--- ends

*thesmartclub, PO Box 28625, Edinburgh, EH14 5WA, UK.
thesmartclub is a brand of thesmartclub Ltd.
Registered in Scotland - Company number SC259434*



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

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:

Tel, Fax, Voicemail :	+44 (0) 70503-smart
Direct phone number:	+44 (0) 870-199-6423
Email:	admin@thesmartclub.com
Website:	www.thesmartclub.com

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

ⁱⁱ Based on statistics for Q3 and Q4 2003

*thesmartclub, PO Box 28625, Edinburgh, EH14 5WA, UK.
thesmartclub is a brand of thesmartclub Ltd.
Registered in Scotland - Company number SC259434*

