

Media Advisory



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smart Cars Visit Rochester for Public Test Drives

The smart fortwo will be at the Lilac Festival next week for unique driving experience and fun giveaways

WHAT: Consumers can take free smart car test drives at the Lilac Festival next week as the *smart USA street tour* visits Rochester. smart representatives will be stationed in Highland Park near the Vietnam Veterans Memorial entrance from Friday, May 14 to Sunday, May 16 giving public drives. Visitors to this popular event are invited to take a drive. Everyone that test drives a smart fortwo will receive a fun giveaway, such as a smart-branded item.

The smart fortwo, engineered by Mercedes-Benz, is the most fuel efficient non-hybrid vehicle, achieving 41 mpg on the highway, in the United States. The smart fortwo offers unencumbered independence with the right balance of power, outstanding fuel efficiency, innovative safety features, environmental friendliness and excellent value. The *smart USA street tour* is crossing the country giving consumers a high level of one-to-one connectivity with the smart fortwo and a unique opportunity to get inside the vehicle and experience it. The complete tour schedule is at www.smartusa.com/streettour.

There are more than 40,000 smart owners across the country, and smart USA has a smart center dealership in Williamsville, N.Y., near Buffalo, where locals can also take a test drive. More information is at www.smartusa.com.

MEDIA DRIVES: Media are invited to come out for a drive. Also, a smart representative can bring a vehicle to reporters before festival hours for a one-on-one driving experience. We even have a special "Lilac Festival smart fortwo," wrapped in lilac images, to offer for a colorful photo-opp.

VISUALS:

- Consumers driving various models of the small, innovative smart fortwo.
- Special "Lilac Festival smart fortwo" featuring a creative lilac vehicle wrap

WHEN: **Friday, May 14 – Sunday, May 16**
10:30 a.m. – 8:30 p.m. daily

WHERE: **Lilac Festival**
Highland Park—near the Vietnam Veterans Memorial entrance
Rochester, N.Y.

DETAILS: To arrange a photo shoot or media drive, please contact Rick Bourgoise at 248.648.2582 or rbourgoise@smartusa.com.

For additional information on smart and the street tour, including a complete list of locations, visit www.smartusa.com

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