



smart USA driving premiere

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Date

29 October 2007

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Short version:

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Launch of the smart fortwo in the USA

San Francisco and Silicon Valley become "smart Valley" as the smart USA Media Test Drive event takes place in one of America's "smartest" regions. The new smart fortwo is scheduled to roll on the streets of America in January. The shortest and most compact automobile currently in production will soon be launched in the world's largest automobile market.

The smart fortwo is the right car, at the right time for U.S. Drivers. Americans are faced with volatile fuel prices, increased urban congestion and a mindset of environmental responsibility. The smart fortwo offers a high level of comfort, agility, safety and ecology. Its unique features and attributes meet consumer wishes now and well into the 21st century.

The Media Test Drive location was carefully chosen. California is a key market in the United States. The State of California and the Silicon Valley in particular, is a leading area in the United States for design, technology and environmental awareness. These features characterize the smart fortwo. Furthermore, both the smart brand and the model have roots in Silicon Valley dating back more than ten years. The Silicon Valley also stands for an open minded America.

smart expresses the lifestyle of an enlightened and forward-thinking social class with *joie de vivre* that cannot be defined by age or social standing, but rather by an attitude, lifestyle and open-minded outlook on life. smart isn't just another micro-car, it's a statement by enlightened drivers of the 21st century who look at future challenges and actively and positively impact outcomes. Like owning an Apple i-Mac, i-Pod or i-Phone, smart documents the open-minded attitude of the "thought leaders", who choose innovative solutions as an existential part of their everyday lives.

The stops of the smart Media Test Drive include the renowned Stanford University in Palo Alto and visits to world-famous high-tech companies such as Intel, Google, Apple, eBay and Sun Microsystems. These locations illustrate smart's proximity to information technology that is characterized by creativity, visions and the courage to make pioneering decisions. The Computer History Museum at the heart of Silicon Valley in Mountain View does not only bring the

history of the computer to life; a special limited exhibition also shows the development of smart with outstanding concept cars.

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The comparison of the evolution of computers with the smart fortwo also clearly shows that greatness is not a matter of size. Despite its compact dimensions, the smart fortwo offers the driver and passenger remarkable freedom of movement equal to or greater than some larger cars.

On the other side of the Atlantic Ocean, the two-seater quickly became popular following its launch in October 1998. The same is expected to hold true in the United States. More than 770,000 customers opted for a first generation smart fortwo; often to replace a larger car with the lively two-seater. The smart fortwo is a special car and clearly stands out from the crowd. It should not be taken for granted – the smart fortwo is simply fun to drive.

Apart from this, the vehicle concept is extremely practical – especially for people who live in large urban areas. Many Americans drive with just a single occupant. The size of the smart fortwo allows for faster movements in cities. Finding a parking space will also be simplified.

In the context of the U.S. market smart is also redefining the distribution concept. This includes the new smart Center San Francisco. Roger Penske and Penske Automotive Group (PAG) will serve as the official distributor for the smart fortwo beginning in 2008. This partnership is unique and also demonstrates forward-thinking on the part of smart.

The American mindset is changing. The smart fortwo proves that greatness is not a question of size. The smart fortwo has been embraced in the States long before the first vehicles are expected to arrive in the showrooms. The 24 week smart USA "street smart" road show has been touring the USA since May with three display trailers, test drive vehicles and product specialists presenting the smart fortwo from coast to coast. To date, the road show has attracted and convinced 65,000 visitors. The road show will continue until early November and when complete is expected to reach over 75,000 people in over 50 cities across the United States.

The presentation of the brand and the road show have been very well received by the U.S. consumers and the American press. In many cities across the country, consumers waited in line for over an hour to test drive a fortwo. Many waited in

temperatures over 100 ° F whilst others drove over 3 hours to attend a smart road show event. In the end road show surveys indicated the smart fortwo met or exceeded expectations.

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The presentation of the brand and model has been very well received by the US public and the press. For example, in Las Vegas; here, people waited patiently for an hour in temperatures of 104°F to test drive the cars in the parking garage of the Fashion Show Mall. Some even went straight back to the end of the queue again after the short jaunt in order to drive a smart one more time. Many enthusiastic comments were heard: "Driving a smart is really great. It's really good fun."

Over 30,000 Americans have placed a \$99 deposit on a smart fortwo. Dealers will begin to fill orders in January 2008. smart USA's website - www.smartusa.com - has received over 3 million visits since June 2006, over 95,000 people have signed up as smart "insiders" and visitors spend an average of over five minutes on the site.

The reaction of dealers has also been overwhelming: smart USA received more than 1400 applications. Although many were qualified, only a few were selected. Approximately 70 carefully selected dealerships will sell the fortwo in 2008 in major cities across the United States.

Long version:

The smart fortwo: Greatness is not a question of size

The smart fortwo is a compact car with big on comfort, agility, safety and ecology. It defines a new kind of individual mobility in the USA following the principle of "open your mind". It is a very practical and sensible car that is suitable for everyday use, but it is also an expression of confidence, forward thinking and responsibility.

Good things come in small packages and the smart fortwo is no exception. With its evolutionary design, it embodies the development of an icon, the first generation smart fortwo which was built between 1998 and 2006. Evolutionary development was the characteristic design language for smart, with the visual emphasis on functionality such as the tridion safety cell.

The engineers of the smart fortwo succeeded in producing a small but spacious car for the U.S. market. The vehicle measures a mere 106 inches in length while at the same time creates a remarkably spacious interior offering high comfort and safety. The appearance of the smart fortwo conveys innovation, functionality and joy of life.

The exterior - sporty yet elegant

The two-material concept characterizes the exterior with the combination of the tridion safety cell made of high-strength steel and the use of colored body panels made of premium, dent resistant plastic, an important distinguishing feature of the brand.

Clarity and modernity play a decisive role in the smart design. The smart fortwo is the only vehicle in its class to feature projection headlamps, which lend it a high-tech and mature face. The indicators are integrated in the headlights. The smart fortwo has a beefy, athletic appearance. This impression is emphasized by the additional air intake, the contrasting black bottom section of the bumper and the projecting handle of the tailgate.

The horizontal door handle cleverly takes up the shoulder line just below the window edge, which runs into the front wing and the headlight. The rear window is slightly slanted, making the smart fortwo more sporty and elegant.

The rear view of the smart fortwo is adorned by four rear lights. The rear lights, brake lights and indicator light are located at the top at the roof. The bottom lights are housed in a circular reflector. Here, the rear lights are located on the top and the reversing lights at the bottom. The rear window reaches across almost the whole width of the vehicle and is framed by two black panels.

Unique in the small car segment is the ultra-light yet high-strength polycarbonate panoramic roof. Another unique feature available worldwide is the soft top of the cabriolet version, which is fully automatic and can be infinitely adjusted to any position.

The smart fortwo does not have to be stationary for the soft top to be opened or closed – this can be done at any speed. The rear part of the soft top can also be opened to the final position and closed again at the touch of a button. This feature is a prime example of the outstanding comfort of the small, open two-seat vehicle.

All that remains for the full cabriolet experience is to remove the side roof bars. These can be taken out in no time and stowed in a special compartment in the tailgate. The soft top offers further added comfort and safety with the heated rear glass window.

The interior - more space than you would ever believe

One of the more remarkable aspects of the smart fortwo is its amazing feeling of spaciousness that is comparable with that of a standard-size sedan. Customers getting behind the wheel for the first time are surprised at how easy it is to get in and out of the car and just how spacious the smart fortwo is inside. Even people over six feet tall do not feel cramped because of the added headroom. The passenger seat is positioned six inches further back than the driver's seat to give the passengers optimum shoulder room.

The safety seats with integrated head rests are well contoured and offer pleasant lateral support. The upholstery has a high quality and a silk-matte sheen. Leather trim is available as an option. Large objects can be easily transported in a fortwo. A lever, attached to the passenger seat both reclines the backrest and enables the seat to be folded forward to a horizontal position. A lever under the seats allows for proper comfort adjustments. The seats can be adjusted to various positions on a nine inch track.

The instrument panel runs straight along the front of the car and is framed by two bows on the left and right-hand sides that represent a visual continuation of the structure of the tridion safety cell. The bows support the upper and lower wings of the instrument panel. The lower wing also serves as a knee pad in the event of a crash. The suspended arrangement of the instrument panel conveys roomy feeling and makes the interior of the new smart fortwo unique. Added elements such as the external-mounted air vents and an optional rev counter and clock on the dashboard helped to give the smart fortwo its unmistakable face.

The driver can see the centrally positioned speedometer through the two-spoke leather or sporty three-spoke steering wheel (with shift paddles). The large display shows the fuel level, the gear engaged and the odometer. The driver can switch between the trip recorder and the exterior temperature indicator at the touch of a button.

The control unit for heating, air conditioning and ventilation has a central, ergonomic position at the top of the center console and is framed by two additional air vents. Slide controls regulate the fan levels and the temperature of the air conditioning. The fans can be rotated by 360 degrees to distribute the air in the direction needed.

The large audio unit is located below the heating and air conditioning controls. The pure equipment line comes with radio preparation. In the passion coupe a CD radio is standard. And the passion cabriolet is equipped with a CD radio with integrated 6-CD changer and surround-sound system. Large buttons and a clear layout make operation child's play.

The designers used the central space on the lower wing of the instrument panel for further ergonomically positioned control buttons, the seat heating, front fog lamps and central locking. The ignition lock is not located at the top of the instrument panel, but rather uniquely smart behind the shift lever instead.

Given its compact size, it is amazing how much fits in the luggage compartment of the smart fortwo. 7.8 cubic feet of storage space is more than enough for everyday shopping. Customers who want to load their car to the roof even have 12 cubic feet of space at their disposal.

The loading space is particularly user-friendly with no edges to get in the way of the level surface. The folding rear door is a further advantage and can be used as an added surface. In the bottom section of the tailgate, the developers integrated approximately two gallons of stowage space accessible via a lid. For the cabriolet, the roof bars can be stored in this special compartment. Page 8

The twin-section tailgate requires very little space to open in tight parking spaces. Longer objects also fit in the new smart fortwo by simply folding the backrest of the passenger seat forward into a horizontal position.

The rear window of the smart fortwo coupe (like the cabriolet's flap) can be opened with an electric push button switch located in the handle recess above the license plate or by remote unlocking using the key. The push button switch needs to be pressed for approximately 1.5 seconds to open the doors and rear window. The driver's door can also be opened mechanically if necessary.

The safety features of the smart fortwo:

Safe for real life: esp as standard – advanced active and passive safety

The smart fortwo is a car designed with a high level of safety and technology. It is a trendsetter in terms of safety developments in small cars. The smart fortwo has been subjected to extensive crash and safety tests. The smart fortwo is one of the safest cars in the super mini segment.

During the development of the new smart all worldwide safety requirements, regulations and ratings were considered. Additionally, the new smart was designed and engineered by the safety experts of Mercedes-Benz Cars and meets very strict internal requirements.

Even the first generation of the smart fortwo was the leader among all super minis in a crash test carried out by a major German car magazine. The two-seater also received top marks for its seats and headrests in the whiplash test. In developing the new model, smart was able to build on ten years of experience with the first fortwo generation and, in addition to performing crash tests, numerous real-life accidents were also analyzed.

The tridion safety cell protects its occupants like the hard shell of a walnut. Furthermore, the metal body is additionally reinforced at strategically important points with high-strength steel. Further panel stiffening has also been integrated. For example the side skirts have solid reinforcements reaching from wheelhouse to wheelhouse that offer added protection in the event of a side crash. A small additional bulkhead bolted into the B-pillar has the same function. A double plate made of high-strength steel in the floor supports the pedals and protects the driver's feet. Connecting plates in the cross members distribute impact energy in a targeted manner.

The tridion safety cell's longitudinal and transverse members are designed to activate the crumple zone of the other vehicle involved in the accident and distribute the impact energy over the car's body. The front wheels are designed as a part of the crumple zone and are supported by the side members during certain front crashes.

The U.S. version has a wider front bumper. The crash boxes are 2.5 inches longer than for the European model. They are bolted to the tridion safety cell which enables them to be replaced inexpensively following minor collisions. Page 10

The high seating position offers advantages in an offset frontal impact and a side impact. The engine, tank and starter battery are housed in impact-protected zones which makes it nearly impossible for them to penetrate the interior. The rear-mounted engine absorbs impact energy in a targeted manner in the event of a rear crash. The crash management system at the rear also features two crash boxes and the bumper in the new smart fortwo is made of high-strength steel.

Restraint system with four airbags

Every smart comes standard with full-size airbags for the driver and passenger. These are dual-stage airbags that are activated according to the severity of the impact. To predict the severity of an accident even better and activate the front airbags earlier in certain types of impact, the U.S. version of the smart fortwo has two additional satellite sensors in the front end structure.

In addition, the U.S. version of the smart fortwo comes standard with two head/thorax (neck) side airbags, seat occupancy sensor and a knee pad as standard. The passenger airbag (volume: 34 gallons) is located at the top of the instrument panel. It is only triggered when certain parameters are fulfilled and an adult is detected in the passenger seat.

Belt tensioners and belt-force limiters are standard features in the smart. In case of a frontal impact greater than a defined level of severity, the belt tensioners fire to reduce safety belt slack in a matter of milliseconds. The belt force-limiter is designed to reduce the forces on the occupants by permitting additional belt slack thereby allowing the occupants to decelerate at reduced rate.

The seat belt buckle detection reminds the driver and passenger to fasten seat belts with visual and acoustic signals. The passenger seat offers an additional safety function when a child seat is fitted. After the belt strap has been fully extended the belt locks in the desired position when retracted. It can then no longer be loosened, but only pulled tightly. This child seat function is deactivated when the seat belt is fully retracted again. To fix any additional belts (top tether)

on the child seat, the smart fortwo has a special anchor point on a cross member in the floor.

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The knee pad reaches across the whole width of the instrument panel and additionally reduces the risk of injury in a frontal impact by helping to prevent excessive forward movement of the lower torso and cushioning the knees and lower legs.

esp and abs standard

After seat belts, esp is the safety feature that saves the most lives. Even so, many micro cars do not offer the electronic stability program (esp) even at an additional charge. The smart fortwo comes equipped with esp as standard equipment. The system ensures that the smart follows the course set by the driver. esp uses selective brake intervention and throttles the engine power in order to stabilize the vehicle. In addition, esp also offers a few important additional features: Traction control system, brake assist, differential lock and hill start assist. The latter prevents the vehicle from rolling backwards while on a slope. Furthermore, the anti-lock braking system (abs) is integrated in the esp.

abs prevents the wheels from blocking during emergency braking. This allows the smart to remain controllable in critical driving situations. The hydraulic brake assist automatically initiates controlled emergency braking as soon as the electronics register that the driver has pressed the brake pedal quickly, but not firmly enough. The brake assist function can help considerably to reduce the car's braking distance.

Side crash

Sitting approximately 8 inches higher than in a comparable small car usually means better protection in car-to-car crashes. Thanks to the sandwich-type design of the tridion safety cell, passengers are usually above the danger zone in the event of a side impact collision.

The smart's wheels perform a safety function as well. If the smart fortwo is hit from the side, its compact design is of considerable advantage. Thanks to the smart's relatively short wheelbase of 73.5 inches, the other car will almost always hit an axle, which can then absorb a part of the impact energy.

Side satellite sensors can detect a side crash at an early stage and report this to the airbag control mechanism - this in turn triggers the head/thorax side

airbags. The airbag control mechanisms are housed in the side supports of the seats and protect the upper part of the body and the head. Thanks to special gas generators, these airbags inflate more quickly and firmly than their European counterparts. This is advantageous in part due to the large number of Sport Utility Vehicles and other large vehicles in the United States. The door frames are made of steel and have solid cross-bracing supports. The seat shells, too, are even sturdier than in the predecessor model. All interior trims have been enhanced to further reduce the risk of occupant injury.

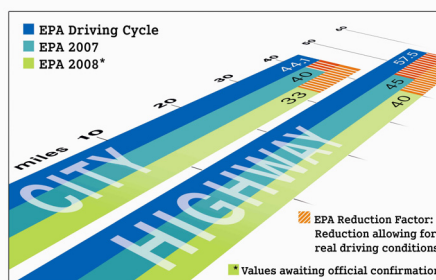
These extensive safety measures have succeeded in achieving a high level of safety for the smart fortwo and its occupants. The smart fortwo safety record is confirmed by numerous crash tests which the new model has passed. These include:

- A frontal impact at 40 mph (64 km/h) and 40 percent overlap against a deformable barrier
- A frontal impact at 35 mph (56 km/h) against a rigid barrier with 100 percent overlap in accordance with US-NCAP
- A car-to-car compatibility test with a current Mercedes-Benz S-Class, 50 percent overlap and each with an impact speed of 31 mph (50 km/h). Despite the high relative speed of 62 mph (100 km/h), all values measured in the smart fortwo are far below the limit values defined by law
- A side impact at 31 mph (50 km/h) against a deformable barrier
- A side impact at 31 mph (50 km/h) against a deformable SUV barrier
- A side impact at 20 mph (32 km/h) against a solid post
- A rear impact at 50 mph (80 km/h) and 70 percent overlap with a deformable barrier in accordance with FMVSS 301
- A dynamic rollover test at 31 mph (50 km/h) and two full overturns.

The ecology of the smart fortwo:
Amazing gas mileage

The smart fortwo is one of the most economical cars on the world's roads today. And it is very ecological as an ultra low emission vehicle (ULEV). A state-of-the-art compact three-cylinder gasoline engine sits at the rear of the new smart fortwo. The engine capacity is 61 cubic inches, the output is 52 kW (70 hp).

The gasoline engine achieves an average of 40/45 miles to the gallon (city/highway) under 2007 provisions (EPA 2007). Beginning in 2008 the EPA will recalculate gas mileage across the industry. The smart fortwo will achieve an average of 33/40 miles to the gallon (city/highway) according to 2008 regulations (EPA 2008).



The smart fortwo is also classified as an Ultra Low Emission Vehicle (ULEV) on account of its extremely low exhaust emissions. The catalytic converter is positioned close to the engine for a quick response. An electric pump blows fresh air into the exhaust port when the engine is cold to almost completely oxidize the carbon monoxide (CO) and hydrocarbons (HC) and render them harmless.

Low emissions, low consumption

To ensure adherence to the low emission and consumption values, even with different fuel qualities, the US versions have a lower compression ratio (10.0:1 instead of 11.4:1). This measure enables the engine to run closer to optimum combustion under a high load, resulting in low emissions and low consumption coupled with maximum driving fun.

The sandwich tank made of multi-layer plastic (high density polyethylene) minimizes the fuel vapors escaping into the atmosphere. Emissions are below 0.5 grams of HC per day. The tank module has an active charcoal filter that returns fuel vapors to the tank.

The engine is mounted transversally in front of the rear axle, and is slanted at an angle of 45 degrees towards the rear. Gas exchange is controlled by four valves per combustion chamber. The variable spread angle of the camshafts is

controlled electronically for better torque at low revolutions. The camshafts are driven via a maintenance-free chain.

Because the masses being moved are low, there is no need for a balancer shaft which would reduce the output of the engine and consumption efficiency.

Change gears without the need to press a clutch-pedal

The smart fortwo is fitted with an automated five-speed manual transmission as a standard feature. There is no need for a clutch pedal what sets the smart fortwo apart from other small cars. This is because the smart fortwo is desinged for metropolitan areas with stop-and-go-traffic and other characteristics of urban driving making this transmission ideal for a city environment.

Changing the gears does not longer than a conventional manual transmission. Even shift delays (interruptions in tractive power) are on the same level as with a manual gearbox. Nevertheless, the smart fortwo is even more convenient: Instead of stepping on a clutch pedal, one simply can change gears with the shift lever.

The gear shifter

The gear shifter in the smart fortwo reflects a standard American selector lever with Park, Reverse, Neutral and Drive (PRND) clearly marked. In addition, from drive mode the gear lever can be moved into a second driving option that allows gears to be changed manually. The gear lever is moved forward to shift up or backward to shift down. The passion coupe and cabriolet models also come equipped with steering wheel mounted paddle shifters that allow for gears to be changed while keeping both hands on the steering wheel.

The automated manual transmission of the U.S. version of the smart fortwo is specially configured for use in the United States. First gear has a somewhat shorter ratio than the European versions to enable the smart fortwo to better demonstrate its spirited nature when pulling away at traffic lights. By contrast, fifth gear has a longer ratio for low revs and a low noise level when cruising.

Like an automatic transmission with a torque converter, the smart fortwo will also creep slowly when the driver removes his or her foot from the brake pedal in reverse or drive. This function facilitates parking or driving in stop-and-go traffic. In creep mode the car moves along at walking speed and can take uphill gradients of a five percent maximum. Creep mode is stopped as soon as the handbrake is engaged.

To improve comfort, the transmission has a kickdown function. This allows the driver to use the accelerator pedal to immediately shift down one or two gears at once, in both manual and automatic mode. In addition incorrect gear changing and over-revving are impossible in either mode because the electronics will only accept logical gear changes.

The parking lock (a standard feature) can only be released when the driver steps on the brake and presses the release button on the front of the selector lever. To ensure that the smart fortwo cannot roll away unintentionally, the ignition key can only be removed in transmission position "Park".

To facilitate moving off on an uphill slope, the smart fortwo features Hill Start Assist (HSA). When the driver releases the brake pedal when the vehicle is stationary, HSA keeps the wheels braked for a short time. This gives the driver sufficient time to move his or her foot from the brake to the accelerator without the smart fortwo rolling backward. The brake is released as soon as the driver accelerates. HSA makes it easy to drive uphill without the assistance of the handbrake, even on steep slopes.

Environmentally-friendly production

The smart fortwo is produced at "smartville" in Hambach, France. System partners on site deliver the prefabricated modules directly to the production line.

Environmental protection is a high priority in Hambach. For example, only water-soluble paints are used for the smart's three basic colors – black, white and yellow. Painting the tridion safety cell is done by the powder-coating process. This removes the need for solvents. The body panels with molded-in color, are fully recyclable.

Parts of the underbody and the inner wheelhouses are produced entirely from recyclates. In addition the instrument panel is made partly from the renewable raw material flax.

Protection of the environment is an integral part of all the company's fields of activity. This does not only apply to the production facility in Hambach, France – it also applies to the smart fortwo itself, from the development and production of the vehicle to its operational period and later recycling.

For this reason, in October 2006, the German Öko-Trend institute for environmental research certified the smart fortwo as offering a high degree of environment friendliness. In addition to fuel consumption and noise and pollutant emissions, ecological criteria from production, procurement, logistics and recycling to environmental management were all also included in the assessment.

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The concept and the features of the smart fortwo are ideal for the automotive landscape in the United States that is currently in a stage of brand awareness. The American consumers have become more accepting of smaller vehicles – they seek more fuel efficient options and seek out vehicles that are better for the environment.

During 2007, smart USA executed various non-traditional, experiential marketing tactics. A \$99 reservation program began in March which allowed smart enthusiasts to place a reservation on a vehicle that would go into production in the fall. A 50-city road show brought the smart fortwo to reservation holders and enthusiasts across the country. Test drive events were conducted at various venues such as shopping centers, city festivals, Whole Foods Markets, parks and other highly visible areas.

smart was also the exclusive automotive partner of Live Earth, a benefit concert series held in 8 cities around the world on July 7, 2007, to create awareness of global warming and the its impact on the environment. New York City hosted the United States concert. In 2008 smart USA will continue to explore non-traditional, experiential marketing opportunities.

Below are key facts and figures from smart USA's 2007 marketing initiatives...

- Number of www.smartusa.com website visits – more than 3 million
- Number of registered smart “insiders” – over 95,000
- Average time spent on www.smartusa.com – 5 minutes, 30 seconds
- Number of reservation holders to date – over 30,000
- Number of states registering reservations – 50
- Number of cities visited on the smart USA “street smarts” road show – 50
- Target marketing groups – first time buyers, urban dwellers, baby boomers and empty nesters

- Number of consumer road show test drives – approximately 50,000
- Number of road show “street team” intercepts – approximately 30,000
- Percentage of road show attendees “that could see themselves driving a fortwo” – 90
- Percentage of road show attendees “wanting dealership follow-up” – 71
- Percentage of road show attendees “becoming insiders” – 77
- Why road show attendees would consider a smart – its design, functionality, price, green attributes, fun to drive and solutions to urban issues

smart has its own house

As smart prepares for the launch of the smart fortwo a unique “smart” environment has been created in Venice Beach, California, to express the brand in unconventional ways. Between October 11, 2007 and January 31, 2008, “smart house” will be open to the public as a temporary showroom in Venice Beach. The town villa, furnished in the style of a typical smart driver or “thought leader” is located in the trendy district of Los Angeles that is famous for its role as a trendsetter in culture, design, architecture and lifestyle.

smart house is open from Tuesday to Sunday between 11 a.m. and 9 p.m. Visitors can experience the smart fortwo in a stylish atmosphere and take a test drive. The smart house will regularly host special events such as private concerts, exhibitions, photo shoots and project presentations.

smart dealerships

smart USA will open about 70 dealerships in 2008. Approximately two thirds of the dealerships will be “store in store” concepts with existing Mercedes-Benz dealerships. These stores will have a wall separating the brands and will have a separate entrance, sales and service staffs. The balance of the stores will be stand-alone facilities.

Consumers will experience a unique retail experience. Dealerships will share aspects of their European sister stores. A black façade will wrap around the building and a large smart sign will be placed above the door. Inside the

dealership the floor will be white tile and walls will also be white with yellow and black accents. All dealership staff will reflect the brand and embody the smart enthusiast's forward thinking attitude. Staff will be certified as smart specialists and will have undergone extensive product knowledge training. All staff will have a focus on the smart customer service and satisfaction.

smart USA will open dealerships in the following United States metropolitan areas:

Birmingham, Alabama	Albuquerque, New Mexico
Phoenix, Arizona	Albany, New York
Los Angeles, California	Buffalo, New York
Sacramento, California	New York City, New York
San Diego, California	Charlotte, North Carolina
San Francisco, California	Winston-Salem, North Carolina
San Jose, California	Cleveland, Ohio
Denver, Colorado	Columbus, Ohio
Hartford, Connecticut	Tulsa, Oklahoma
Jacksonville, Florida	Portland, Oregon
Miami, Florida	Philadelphia, Pennsylvania
Orlando, Florida	Pittsburg, Pennsylvania
Tampa, Florida	Providence, Rhode Island
Atlanta, Georgia	Charleston, South Carolina
Chicago, Illinois	Knoxville, Tennessee
Indianapolis, Indiana	Austin, Texas
Kansas City, Kansas	Dallas, Texas
Louisville, Kentucky	Houston, Texas
Baltimore, Maryland	San Antonio, Texas
Boston, Massachusetts	Salt Lake City, Utah
Detroit, Michigan	Virginia Beach, Virginia
Minneapolis, Minnesota	Seattle, Washington
Jackson, Mississippi	Washington DC
St. Louis, Missouri	Milwaukee, Wisconsin
Omaha, Nebraska	
Las Vegas, Nevada	

The history of the smart fortwo:

The story of a unique vehicle concept

At the beginning of the 1990s, research showed that each car carried an average of only 1.2 people. Commuters stuck in rush-hour traffic can look around to confirm this claim.

In addition to increased urban congestion vehicles are driven, on average fewer than 18 miles per day. Vehicles are also parked 90 percent of the time. Finding a parking space can also be a challenge in many cities across the country. The smart fortwo offers a perfect solution to many challenges facing today's cities while at the same time provides a unique transportation solution for others living outside of a city center.

Joint Venture with Swatch

In 1972 Mercedes-Benz developed the concept of a super compact automobile measuring less than 100 inches. However, at that time technical implementation of the concept was not possible because of the strict safety standards of Mercedes-Benz.

In 1989 Nicolas G. Hayek, the inventor of Swatch watches, announced that he wanted to bring a small city car onto the market. Hayek's vision was to create a car that could be changed as easily as a Swatch watch. To this day smart owners interchange body panels easily creating a new look to their vehicle in a matter of hours. To realize this idea, Hayek searched for an experienced automotive partner. The joint venture founded in 1994 united the creative strength of Swatch with a hundred years of Mercedes-Benz engineering experience. The cooperation led to a unique vehicle concept and to a new automotive brand: smart.

Three years after vehicle development work began in 1994, the smart fortwo made its world debut at the International Motor Show in Frankfurt in 1997. Production began in July 1998 in a new plant in Hambach, France.

The following October saw the new car being sold for the first time in nine European countries (Austria, Belgium, France, Germany, Italy, Luxembourg, the Netherlands, Spain and Switzerland). During the same year, smart became a wholly-owned subsidiary of what is now Daimler AG. The smart fortwo is now available in 36 countries. The USA will be the 37th country to sell the smart fortwo.

The equipment of the smart fortwo:

The right car for everyone

All 2008 smart fortwos come packed with standard safety features that are more likely to be found in luxury vehicles. These include the protective "tridion safety cell", developed especially for the smart to help ensure crash compatibility with larger passenger cars, electronic stability program (esp), anti-lock braking system (abs), and four airbags, to name a few.

The equipment lines

fortwo pure – (starting at \$11,590*)

The base pure model comes standard with convenience features such as a 5-speed automated manual transmission with manual or automatic mode, central remote locking system, 2-spoke leather steering wheel, and more.

Standard Equipment

Engine / drivetrain

1.0 L, 70 HP, 3 cylinder engine
5 speed automated manual transmission

Wheels / tires

Steel wheels with front tires: 155/60 R15; rear tires 175/55 R15
Tire pressure control system

Exterior

Solid roof
Projector beam halogen headlights
Side indicators in yellow
Exterior mirror cap in tridion color

Interior

2-spoke leather steering wheel and leather gearshift knob
Basic seat with weight detection and seatbelt recognition
Flat folding passenger seat with backrest adjustment
Storage areas beside the steering wheel and in both doors
Coin holder
Dome light
Mirror in passenger sun visor

Daimler Communications, Stuttgart (Germany)
smart – A Daimler Brand

Storage

Lockable glove compartment

Audio

Provision for radio installation (incl. antenna, 2 speakers, aux input jack for external audio player e.g. mp3)

Safety

Full-size driver and passenger airbags

Head/Neck side airbags

esp - electronic stability program with hill start assist

Anti-lock braking system (abs) with electronic brake force distribution

Hydraulic dual-circuit brake system

Integral safety seats

Seat belts with belt tensioner and belt-force limiter

Drive lock - auto-activation of the central locking when driving

Top Tether for child restraint system

Panic button on key

Tire repair kit

Functional / electrical equipment

Manual windows

Manual side mirrors

Central locking system with remote control

Instrument cluster with multifunctional display (fuel-level indicator, coolant-level indicator, residual fuel indicator, service interval indicator, trip mileage indicator, clock)

Outside temperature indicator

Indicators with lane changer function

Front windshield wiper with speed-dependent interval wiping and wiper-/wash function

Intermittent rear windshield wiper with wiper-/wash function

Electric rear window defroster

Electric tailgate release

Locking gas cap

12-volt socket, with cover

Factory installed options:	
Air conditioning with automatic temperature control (incl. dust, pollen filter)	\$600
Metallic paint (metallic red, metallic blue, metallic silver)	\$225
Silver metallic tridion safety cell	\$175
Alarm system	\$160
Panorama roof (sun screen included)	\$350
Power steering	\$450
Heated seats	\$220
smart radio (AM/FM, single CD; incl. 2 speakers [radio 9])	\$350
smart premium radio (AM/FM, mp3-compatible 6 disc CD changer; incl. 2 speakers [radio 10])	\$495

* Excluding tax, license, registration, destination charge and options

All specifications are based on product information available at the time of printing. Specifications and equipment will differ for vehicles sold in the United States and Puerto Rico. smart USA reserves the right to make changes at any time, without notice, in colors, materials, equipment, specifications, and models.

fortwo passion coupe (starting at \$13,590*)

The value packed, sporty and well-equipped passion includes a panorama roof, alloy wheels, air conditioning with climate control, 3-spoke leather sports steering wheel with shift paddles, power windows, electric and heated side mirrors, and AM/FM radio with CD player.

Standard Equipment

Engine/ drivetrain

1.0 L, 70 HP, 3 cylinder engine
5 speed automated manual transmission
Paddle shifters

Wheels / tires

9-spokes alloy wheels (15") with front tires: 155/60 R15; rear tires 175/55 R15
Tire pressure control system

Exterior

Panorama roof (sun screen included)
Projector beam halogen headlights
Side indicators in yellow
Exterior mirror cap in tridion color

Interior

3-spoke leather sports steering wheel with steering wheel shift paddles (incl. leather gear knob)
Basic seat with weight detection and seatbelt recognition
Flat folding passenger seat with backrest adjustment
Storage areas beside the steering wheel and in both doors
Coin holder
Dome light
Mirror in passenger sun visor

Storage

Lockable glove compartment

Audio

smart radio (AM/FM, single CD; incl. 2 speakers, aux input jack for external audio player e.g. mp3)

Safety

Full-size driver and passenger airbags
Head/Neck side airbags
esp - electronic stability program with hill start assist
Anti-lock braking system (abs) with electronic brake force distribution
Hydraulic dual-circuit brake system
Integral safety seats
Seat belts with belt tensioner and belt-force limiter
Drive lock - auto-activation of the central locking when driving
Top Tether for child restraint system
Panic button on key
Tire repair kit

Functional / electrical equipment

Air conditioning with automatic temperature control (incl. dust, pollen filter)

Power windows with one-touch lowering function

Electronic and heated side mirrors

Central locking system with remote control

Instrument cluster with multifunctional display (fuel-level indicator, coolant-level indicator, residual fuel indicator, service interval indicator, trip mileage indicator, clock)

Outside temperature indicator

Turn indicators with lane changer function

Front windshield wiper with speed-dependent interval wiping and wiper-/wash function

Intermittent rear windshield wiper with wiper-/wash function

Electric rear window defroster

Electric tailgate release

Locking gas cap

12-volt socket, with cover

Factory installed options	
Metallic paint	\$225
Silver metallic tridion safety cell	\$175
Alarm system	\$160
Power steering	\$450
Heated seats	\$220
Fog lamps	\$110
Additional instruments (clock and rev counter)	\$120
smart premium radio (AM/FM, mp3-compatible 6 disc CD changer; incl. 2 speakers [radio 10])	\$150
Option packages	
smart premium sound system	\$350
- smart premium radio (AM/FM, mp3-compatible 6 disc CD changer [radio 10])	
- smart sound system (2 tweeters, 2 mid range, and subwoofer)	

Comfort Package	\$850
- Power steering	
- Leather seats	
- Heated seats	
- Rain and light sensor	
- Auto-off headlamps with exit delay	

*Excluding tax, license, registration, destination charge and options

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fortwo passion cabriolet (starting at \$16,590)

The passion cabriolet has all the features of the passion coupe plus an upgraded radio and sound system that includes an mp3 compatible in-dash 6 CD changer. The main difference lies in the soft top with a heated rear glass window that is fully automatic and can be infinitely adjusted to any position while driving at any speed. For the full cabriolet experience, simply remove the side roof bars - taken out in no time - and stow them in a special compartment in the tailgate.

Standard Equipment

Engine/ Drivetrain

1.0 L, 70 HP, 3 cylinder engine
5 speed automated manual transmission
Paddle shifters

Wheels/tires

9-spokes alloy wheels (15") with front tires: 155/60 R15; rear tires 175/55 R15
Tire pressure control system

Exterior

Fully automatic convertible top with glass rear window
Projector beam halogen headlights
Side indicators in yellow
Exterior mirror cap in tridion color

Interior

3-spoke leather sports steering wheel with steering wheel shift paddles (incl. leather gear knob)

Basic seat with weight detection and seatbelt recognition

Flat folding passenger seat with backrest adjustment

Storage areas beside the steering wheel and in both doors

Coin holder

Dome light

Mirror in passenger sun visor

Storage

Lockable glove compartment

Audio

smart premium radio (AM/FM, mp3-compatible 6 disc CD changer; aux input jack for external audio player e.g. mp3)

smart sound system (2 tweeters, 2 mid range, subwoofer)

Safety

Full-size driver and passenger airbags

Head/Neck side airbags

esp - electronic stability program with hill start assist

Anti-lock braking system (abs) with electronic brake force distribution

Hydraulic dual-circuit brake system

Integral safety seats

Seat belts with belt tensioner and belt-force limiter

Drive lock - auto-activation of the central locking when driving

Top Tether for child restraint system

Panic button on key

Tire repair kit

Functional/electrical equipment

Air conditioning with automatic temperature control (incl. dust, pollen filter)

Power windows with one-touch lowering function

Electronic and heated side mirrors

Central locking system with remote control

Instrument cluster with multifunctional display (fuel-level indicator, coolant-level indicator, residual fuel indicator, service interval indicator, trip mileage indicator, clock)

Outside temperature indicator
 Indicators with lane changer function
 Front windshield wiper with speed-dependent interval wiping and wiper-/wash function
 Electric rear window defroster
 Electric tailgate release
 Locking gas cap
 12-volt socket, with cover

Factory installed options	
Single options	
Metallic paint	\$225
Silver metallic tridion safety cell	\$175
Alarm system	\$160
Power steering	\$450
Heated seats	\$220
Fog lamps	\$110
Additional instruments (clock and rev counter)	\$120
Option packages	
Comfort Package	\$850
- Power steering	
- Leather seats	
- Heated seats	
- Rain and light sensor	
- Auto-off headlamps with exit delay	

* Excluding tax, license, registration, destination charge and options

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The colors

The new smart fortwo features the two-color concept characteristic of this brand. All models come standard with a black tridion safety cell that can be upgraded to metallic silver at an additional cost. The changeable body panels are available in six colors – deep black, light yellow and crystal white are standard, while blue metallic, red metallic and silver metallic are offered for an additional charge.

The interior upholstery also offers a range of colors to compliment the exterior: plain grey for the pure, and design black, design red and design beige for the passion. Leather upgrades are available in the passion models in conjunction with an optional package.

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In addition to all the features that come standard with the models of the new fortwo, a wide variety of additional options and accessories will be available to make the smart fortwo individual.

Penske Automotive Group

Penske Automotive Group Inc., (PAG) headquartered in Bloomfield Hills, Michigan, is the second largest automotive retailer in the U.S., as measured by total revenues. PAG operates 307 retail automotive dealerships around the world – 165 dealerships are located in 19 states and Puerto Rico and 142 dealerships are located outside the United States, primarily in the United Kingdom as well as Germany and Mexico.

PAG offers a full range of 40 different new vehicle brands and previously owned vehicle brands at its dealership locations and has built an outstanding brand mix with 93% of total revenue generated from the sales of foreign named brands with 62% of total revenue represented by premium/luxury brands. In addition to selling new and previously owned vehicles, PAG offers a full range of maintenance and repair services on all brands it sells, and facilitates the placement of third-party finance and insurance products, third-party extended service contracts and replacement and aftermarket automotive products.

In key market areas, Penske Automotive Group aggregates its dealerships in a group setting in order to build a destination location for its customers. These larger dealership campuses are located in Scottsdale and North Scottsdale, Arizona; San Diego, California; Fayetteville, Arkansas; Vienna, Virginia; West Warwick, Rhode Island; and Turnersville, New Jersey.

In 2006, the Company generated revenue of \$11.2 billion. For the same year, Penske Automotive Group sold 183,300 new vehicles and 88,700 pre-owned vehicles. For the six-months ended June 30, 2007, Penske Automotive Group generated revenue of \$6.5 billion while retailing 97,000 new vehicles and 52,500 pre-owned vehicles.

Penske Automotive Group has pursued a strategy based on internal growth from its existing dealerships as well as from strategic acquisitions. By offering outstanding brands in world-class facilities, "one-stop" shopping convenience, competitive pricing and a well-trained and knowledgeable sales staff, Penske Automotive Group aims to establish lasting relationships with its customers, which enhances its reputation in the community and creates the opportunity for significant repeat and referral business.

For further information please visit www.penskeautomotive.com.

Penske Automotive Group is currently ranked #205 on the Fortune 500, is a member of the Russell 1000 and has nearly 16,000 employees.

Frequently Asked Questions

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Who is smart?

smart is a member of Mercedes-Benz Cars. smart vehicles are sold in 36 countries throughout the world. The vehicle which will be sold in the United States is the smart fortwo, which means a vehicle designed for two people. Over 770,000 smart fortwo vehicles have been sold since the product's original introduction. The United States will represent the 37th country to sell the smart fortwo .

Who will lead the smart USA team?

Roger S. Penske is Chairman of smart USA and Penske Automotive Group. Roger is also the Chairman of Penske Corporation, a closely-held diversified transportation services company. Penske Corporation and its subsidiaries manage and operate businesses with annual revenues in excess of \$17 billion and employ 38,000 people at more than 1,700 worldwide locations.

Dave Schembri is President of smart USA. Dave is a passionate smart enthusiast and brings over 30 years of automotive experience, including various executive management positions in sales and marketing at Mercedes-Benz, to smart USA.

When will smart vehicles be available for purchase in the United States?

The smart fortwo will go on sale January 2008.

How will smart USA select its retail partners?

Dealers must show a passion for the smart brand. They must be willing to commit to new, unique and non-traditional dealership processes/procedures. And they must exhibit high levels of customer service and satisfaction. Dealers will include a selection of Penske Automotive Group, Daimler affiliated, and non-affiliated dealers.

How much will a smart vehicle cost?

The smart fortwo pure retails for \$11,590, the smart fortwo passion retails for \$13,590 and the smart fortwo passion cabriolet retails for \$16,590, excluding destination charges, tax, title, license and optional equipment.

Can I order a smart now?

Yes, the \$99 Reservation Program is open to all smart enthusiasts. This program is specifically designed for smart enthusiasts, so brokers and dealers are

excluded from participating in the \$99 Reservation Program. To date more than 30,000 customers have reserved a smart.

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What smart models will be available for purchase in the United States?

The models that will be available in the United States are the smart fortwo pure (entry-level), the smart fortwo passion coupe (well-equipped) and the smart fortwo passion cabriolet (well-equipped convertible).

Why are two different consumption figures given for the smart fortwo?

For model year 2008 the Environmental Protection Agency (EPA) has stipulated a new calculation method for stating fuel consumption figures. This means beginning in 2008 all auto manufacturers must adhere to the EPA fuel consumption ratings. 2008 fuel consumption ratings reflect everyday driving situations such as air conditioning and other comfort features that impact fuel efficiency. This gives smart customers a fair comparison with current standards and other vehicles. The actual fuel consumption has not changed – only the calculation has.

What will be the initial volume level?

Please understand that we do not communicate sales expectations for our brands.

What are the exact dimensions?

The smart fortwo is small on the outside and big on the inside. The smart fortwo that will be available in the United States will be:

- 8.8 feet long (or 106.1 inches) (you can usually fit two smart fortwos in an average parking space!)
- 5.1 feet tall (or 60.71 inches) (the smart fortwo still has as much headroom as most luxury vehicles!)
- 5.1 feet wide (or 61.71 inches) (two six foot, five inch plus people can sit side by side with plenty of shoulder room to spare!)

How fast does the smart fortwo go?

The top speed of the smart fortwo is 90 mph (it is electronically limited).

What is the gas mileage of smart?

Gas mileage is 40/45 mpg for city/highway (in accordance with the EPA 07 procedures). The consumption figures in accordance with EPA 08 are 33/40 mpg.

Is the smart vehicle safe?

The safety management system of the smart fortwo will set new standards in its class, and is designed to achieve a 4-star crash rating in the USA.

The highlight of the safety management system is the tridion safety cell. The safety cell is made from steel, half of which is high-strength material, especially in highly stressed areas. The cell is designed to keep occupants protected. The reinforced steel and the design of the car allow for the displacement of impact and redistribution of crash energy. Because of the size of the vehicle, most crashes will also involve one of the wheel bases which also displaces energy.

Both doors are also designed for easy access during rescue.

The smart fortwo, which will be on sale in the United States in 2008, will come standard with four airbags (two full-sized front and two side for head and thorax protection). Other safety features such as esp (electronic stability program) and abs brakes are also standard.

And last but not least: Mercedes-Benz pioneered safety over 70 years ago. And smart is a member of Mercedes-Benz Cars.

How much space does smart have for storage?

The smart fortwo has a rear storage area that can accommodate active lifestyles. Surprisingly, the fortwo has 7.8 cubic feet of storage space – 12 feet if you load up to the roof line. This area can easily fit numerous bags of groceries, gym bags and other items that are commonly transported every day, including golf bags! The rear storage area can also accommodate many sizes of luggage making trips to the airport convenient.

The front passenger seat also folds down creating additional space for other items such as skis.

How can I find out more about smart?

The best source of information about smart coming to the United States is the smart USA website – www.smartusa.com. The site changes frequently and information that becomes available about dealership locations, ordering, USA model selections and other information will be posted on the website.

Also, smart enthusiasts may register as an "insider" to receive a monthly e-newsletter that provides updates on smart USA and the fortwo.

Is the smart fortwo safe for children and can I use a child safety seat in the fortwo?

The smart fortwo features highly efficient restraint systems that meet Mercedes-Benz's passive safety standards. Infant or children restraint systems (booster, infant or child seat) can be affixed properly to the passenger seat by means of the safety belt. A ratchet mechanism locates the tightly pulled safety belt and holds the infant/child restraint system in position. Please note that laws relating to the use and installation of infant or children restraint systems vary by jurisdiction. You will need to review the laws applicable to you prior to installing and using infant or children restraint systems in your smart fortwo.

An electronically controlled system will detect the weight of the occupant on the passenger seat or the installation of a child restraint system. The Electronic Control Unit (ECU) determines the appropriate mode of the dual stage full size front airbag deployment. For very young passengers for whom an airbag deployment could mean a serious risk, the front and side airbags will be deactivated. A control lamp in the center of the roof panel will show this clearly. Always check the control lamp to make sure the airbags are deactivated for very young passengers.

How does the smart fortwo perform in the snow?

The smart fortwo standard active safety systems - Electronic Stability Program, traction control, cornering brake control, anti-lock brakes, electronic brake distribution and brake assist - help drivers stay in control on snowy and icy terrains.

The majority of the smart's weight (engine and transaxle) is over the driven wheels resulting in better traction overall. Wider rear wheels and tires allow for better grip and traction in marginal weather conditions. Narrower front wheels and tires allow for less traction loss by penetrating into snow and ice deeper for improved steering control. All smart fortwo vehicles come standard with all-season tires.

In addition, all vehicles have heated front and rear windows, and the passion models come standard with heated and electric exterior mirrors. All models also have heated seats available as an option.

Regarding rust, the smart fortwo's steel body is fully zinc plated. As a further provision against corrosion, there is a coat of cathoretic paint under the main powder-coat paint, and all body cavities are preserved by a special agent. Finally, the body panels and complete underbody are made of plastic (polypropylene), which are not prone to rust even if scratched.

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Technical Data smart fortwo 52 kW

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Engine

Type	gasoline engine
Number of cylinders/ configuration	three in-line
Valves	four per cylinder
Engine capacity	61 cubic inch
Bore x stroke	2.83 x 3.22 inches
Rated output	52 kW / 70 hp
Max. torque	68 lb ft
Fuel delivery	electronic multipoint injection

Power transmission

Clutch	single-plate dry clutch
Transmission	automated manual five-speed transmission

Running gear

Front axle	lower wishbone, McPherson strut, anti-roll
bar	
Rear axle	DeDion axle, coil springs, telescopic
	shock absorbers
Brake system	dual-circuit brake system with tandem
	servo assistance, disc brakes at front,
	drum brakes at rear
	electronic stability program (esp) with
	hill start assist
	anti-lock braking system (abs) with
	electronic brake-force distribution,
	traction control system, electronic brake
	assist

Steering

	rack-and-pinion steering
Wheels and tires (front/rear)	155/60R15 on 4.5Jx15 (front),
	175/55R15 on 5.5Jx15 (rear)
	all-season tires

Dimensions and weights

Wheelbase	73.5 inches
Track width front/rear	50.51 inches/54.53 inches
Length	106.1 inches
Width	61.38 inches
Height	60.71 inches
Turning circle	28.7 ft
Luggage compartment capacity	7.8 (up beltline)/12 (to roof) cubic feet
ECE weight without driver	1,808 lbs (cabriolet: 1,852 lbs)
ECE Payload	507 lbs (cabriolet: 463 lbs)
ECE permissible maximum weight	2,315 lbs
Fuel tank capacity (reserve)	8.7 gal (reserve 1.3 gal)

Performance

Maximum speed	90 mph
Acceleration 0–60 mph	12.8 sec

Fuel consumption*

City/highway (mpg)	40/45 (EPA 2007); 33/40 (EPA 2008)
Emission class	ULEV

*Provisional values, not yet approved by NHTSA