



# The Little Book of Smart

*Paul Jackson*

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## **The Little Book of Smart** Paul Jackson

Brand new chapter brings this book right up-to-date for 2009. What started off as an idea from Swiss watchmaker Swatch eventually evolved into the successful launch of the smart brand, now an integral part of the Mercedes-Benz family and – in its first ten years – achieving sales of more than three quarters of a million cars around the world. It hasn't all been plain sailing for smart, though. Well publicized financial woes, the launch of at least one inappropriate model range and the subsequent rationalization of the entire product line-up meant plenty of problems along the way. But throughout it all, fans of the smart concept remained loyal to the brand and sales of the fortwo city car continued to prosper. These days, the future looks rosier. An all-new fortwo model range was launched in 2007, along with the announcement of the long-awaited debut of the smart brand into the American market for 2008. The latest model is more sophisticated and more in tune with today's buyers' tastes, while losing none of the inventiveness, practicality and sheer chic appeal of its predecessors. In the little book of smart, author and smart fanatic Paul Jackson guides us through the entire history of the brand, its highs and lows, its successes and failures, and on to today – with the very latest fortwo line-up promising major sales worldwide and, of course, helping to pave the way for a future for smart in the USA.

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