

SMART UK'S "PERFECT 10"

A new limited edition smart is helping to celebrate ten years of the iconic brand in Britain.

A decade of success for the smart brand in Britain has been celebrated with the launch of an exclusive new model – the smart fortwo gb-10 edition. Finished in striking silver metallic and sporting a special red design feature on its acclaimed tridion safety cell, the gb-10 edition is a fitting tribute to the brand's performance in the UK since its launch here in October 2000. The timing could not have been better, with the model making an appearance as smart fans from all over Britain and abroad gathered to mark the ten-year milestone at the annual smart festival, staged at Mercedes-Benz World, near Weybridge.

Just 100 examples of the gb-10 edition will be produced, all featuring unique "1 of 100" badging and comprehensive specifications.

This new special edition is highly exclusive. The car's exterior features distinctive BRABUS styling elements including Monoblock VII 15" alloys, LED daytime running lights and LED third brake light. Inside the cabin, the premium interior package created by the smart BRABUS' customisation division has been enhanced with the addition of the gb-10 logo on the headrests of the silver-stitched Rosso red heated leather seats and on the BRABUS gear knob. The door panels, kneepad and handbrake gaiter are also finished in leather, while the upper dashboard features contrasting Alcantara, and the instruments are finished with brushed aluminium surrounds. Standard equipment includes the impressive Pioneer AVIC-F910BT audio and navigation system, air conditioning, electric windows and a panoramic roof.



JODY'S AS COOL AS EVER

Champions past and present, adventurers and ice cream trikes turned this year's Smithfield Nocturne into a colourful occasion. When former Formula 1™ World Champion Jody Scheckter decided to stage a race on ice cream trikes at the 2010 Smithfield Nocturne, he turned to the Mercedes GP PETRONAS Formula 1™ team and their engineering and wind tunnel wizardry.

The former champion, who now runs Laverstoke Park Farm, a major organic enterprise near Overton in Hampshire, chose the increasingly popular London bike race to launch his new range of buffalo ice creams. He was joined by Polar explorer Ben Saunders, round-the-world cyclist Alastair Humphreys and 2009 British National Cycling Champion Kristian House.

With bikes supplied by Mercedes-Benz, the conversion into wind-cheating mobile ice cream trikes fell to the Wind Tunnel Operations and Special Projects Team at Mercedes GP PETRONAS.

With contestants having to pedal their trikes and peddle their ice creams, Jody Scheckter's business expertise brought him in ahead of his main rivals. Laverstoke Park Farm currently supplies its organic produce to both the Mercedes-Benz brand experience centre at Weybridge in Surrey and the Mercedes GP PETRONAS team.