



smart™

open your mind.

Issue 02

>> for you

smart

open your mind.



>> The green issue.

> **Sam Tabart** Welcome to *foryou*, the magazine for smart people.
Senior Manager This edition is devoted to green issues, something
smart Australia that's always close to the heart of all smart owners.

These are challenging times for the environment and smart is a brand that challenges the status quo. The environment means the world to us and we have a total ecological commitment that goes far beyond the cars we build.

Through every stage of development, across the entire production process and even to what happens to your smart at the end of the road, we do everything we can to reduce, re-use and recycle our natural resources, minimise our impact and set the pace for others to follow.

Yes, it's rigorous and responsible, but we certainly balance that with plenty of fun and excitement. We're not in the business of building boring cars, that's for sure. That's not a smart thing at all.

In this issue, we'll explore some of the ways that smart is making a difference to the planet by showing that it's very possible to come up with intelligent solutions to some of the complex questions that arise when you build cars.

Whether it's ways to solve parking congestion, using eco-friendly materials or becoming Australia's first carbon-neutral car company – if there's a smart way to do it, we'll find it.

Enjoy.



>> Quick smart.

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BRABUS



>> Innovations that won't cost the earth.

> As Mother Earth groans under the weight of human progress, smart and efficient environmental technologies are gaining currency. Global warming, dwindling power supplies, toxic waste and alarming plant and animal extinction rates all point to the need for change. While many of us still pay lip service to our need to get greener, two Australian innovators are poised to show the world that a new kind of tree hugging can pay. And their technologies won't cost the earth. Editorial courtesy of Australian Anthill.

> Channelling positive energy

It may go against everything your parents taught you, but a Sydney inventor is getting extraordinary results from mixing water with electricity.

Michael Perry's invention, the Aquanator, offers a deceptively simple solution to the problem of providing sustainable and environmentally safe energy.

"It's a very, very simple concept really. We've all played with kites in our life. Basically, the Aquanator operates like sails under the water to generate electricity," says Perry.

The Aquanator converts the immense and largely untapped power of ocean and river currents into power – without causing pollution or harm to the environment – two outcomes that are too often linked to the creation of electricity and other power sources.

Dependence on environmental conditions means most other technologies have unpredictable and uneven output. "Ocean and river current energy is predictable and abundant," says Perry, "creating an ideal natural source of energy that is non-polluting and renewable."

In keeping with the superhero qualities of its name, the Aquanator has the power of invisibility. "Because the technology is all operating underwater, it is never seen or heard," says Perry.

On the back of significant validation from the Australian Technology Showcase, Perry and his team at Atlantis Energy Limited have now successfully trialled the Aquanator prototype – on the Clarence River in Northern NSW – in a simulated 1.5 to 2.7 knot current. They are now seeking further funding for the commercialisation of the Aquanator.

As Perry points out, "The world is desperate for environmentally sustainable, dependable and affordable sources of large scale electricity generation. The Aquanator's potential appeal in an environmentally conscious market seems boundless."

Now that's an innovation that's sure to generate some buzz.

Using microwave, mechanical and chemical processes, Dobozy has been able to earn a projected \$3 back on every tyre recycled – which dwarfs the previous 40 cent return.

"The five base materials that we extract from tyres are steel, plastic fibres, crumb rubber, carbon and oil," says Dobozy. "Importantly, all of these base materials can be value-added for marketability, profitability and environmental benefit".

> Un-tyring pursuit

John Dobozy never tires of tyres. The Queensland inventor has developed a method of recycling that can reuse 100 percent of a tyre.

"Nobody ever tried it this way because tyre recyclers basically wanted to get rubber out of the tyre," says Dobozy. "They didn't look at what else makes up a tyre; what materials you can extract from it that are more valuable than rubber."

But Dobozy did look beyond the obvious and, as a result, his company, Molecetra Technologies, is leaving other tyre recyclers on the scrap heap.

international opportunities for Molecetra Technologies. "The USA would need at least one Molecetra recycling plant in each state just to stabilise the amount of tyres currently being sent to stockpiles and landfill," says Dobozy.

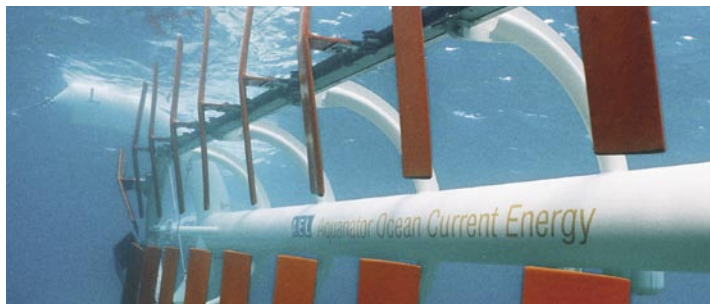
While backyards the globe over could soon be experiencing a tyre swing shortage, it's a change that we should all be pushing for.

To find more on innovation, entrepreneurship and the best of Australian business, simply visit www.australiananthill.com

The materials being reclaimed by Molecetra Technologies can be used to generate jet fuel, diesel, carbon black, activated carbon and limonene, results that rightly earned Dobozy a Eureka Prize for Engineering Innovation in 2003.

The environmentally conscious attitude that drove Dobozy's invention has not stopped there. His plant runs emission free and is powered by – you guessed it – tyres. Every ten kilograms of waste tyres recycled by Molecetra Technologies generates up to 3.9 litres of hydrocarbon and a portion of this oil is used to power the plant.

As interest in his technology builds, Dobozy is aware of the



>> Pushing the boundaries.

> Jorg Heumüller is a photographer who loves to think outside the square.

A master of the panoramic image, his superb vistas of Australia pull viewers deep into the frame and give them a real sense of the landscape as he sees it.

Initially trained as a camera technician, German-born Jorg first visited Australia in 1990 and was so taken by the country that he shot 250 rolls of film.

These days, his expansive and evocative images are favoured by large corporations such as Lend Lease and Mercedes-Benz but apart from any financial considerations, it's the active outdoor lifestyle that he enjoys most. Working in remote locations, he sets up to catch the 'magic hour' around sunrise and sunset when the low light spills onto the film and warms the landforms to perfection.

With over 60,000 panoramic images under his well-travelled belt, Jorg Heumüller is well

aware of the power of the panorama when it comes to showing what we have now and what we need to look after.

If it all goes as planned, he would like to use his photography to support a national park or sanctuary.



For more details on
Jorg's work, go to
www.globalimage.com.au

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>> Smart ideas.

> New tech tools to audit home energy.

Like to crunch your next energy bill and take greater control of your kilowatt destiny? Now there's a way of building a detailed, visual profile of your household energy use. With the new generation of computerized energy-tracking devices, getting a comprehensive snapshot of your building's energy consumption is just a few mouse clicks away.

The key is data loggers, simple battery-powered black boxes capable of recording temperature levels in various rooms in your house, light usage and appliance cycling on a 24/7 basis. The devices are about as complex to use as a programmable thermostat and an average homeowner with basic computer skills can set up and activate one within minutes.

Once data has been collected for a certain period of time, software converts the data into time-stamped graphs so you can see what was happening and when. A graph detailing light usage and heating activity, for example, may have two lines, one blue and the other red, that form various spikes and drops during the monitoring period.

The visual data is the key to not only seeing energy consumption, but also discovering problems. The minute the graph pops up on your screen, you'll be able to see if things like furnaces and hot water heaters are cycling too much or too little. Armed with the right information, homeowners can reduce consumption and optimize their energy bills. For more smart thinking go to www.gizmag.com.au



> Ideas are what drive us and we love to share the ones that get our juices flowing. Especially if they fit our notion of improving the world one step at a time. This one comes courtesy of Gizmag.

>> Why own a car when you can share a car?

> If you live in a city and drive less than 15,000 kilometres a year, car sharing is well worth considering. Far from being a marginal or offbeat phenomenon, it's an idea that's swept through Europe and North America and has already been embraced by more than 600 cities worldwide.

Car sharing can be an important link in any city's sustainable transport system and it seems like it's an idea whose time has come. Success can be measured as a triple bottom line – on environmental, social and financial performance.

Here in Australia, a couple of companies are already using smart vehicles as the logical choice for car sharing applications. They do it differently, but the broad principles are the same.

> Save money and help the environment. Go with the Flo.

Flo Carshare offers brand new smart cars that live in neighbourhoods near you. They're self-service and on-demand – you can rent them by the hour or day. Petrol, insurance, cleaning, maintenance and registration are all included in the price.

In Melbourne, five car 'pods' have been assigned to a mix of smart fortwos and forfours. The pool of cars is shared by a group of members who can easily book by internet or phone. They simply open the cars with a keyless swipe card entry, take the key out of the glove box and drive away.

Flo Carshare has been operating for around twelve months in Melbourne, with plans to expand into other states. Even on a single-state basis, it's Australia's largest and fastest-growing car share operation. It now has over three hundred members and ten smart cars.

State and local government have both been behind the project, providing significant support through grants and access to dedicated on-street car parks.

Flo is a smarter choice for two reasons. It's cheaper – if you drive less than 15,000 kilometres a year, you will definitely save money. And it's greener – every Flo car can replace seven to ten privately owned cars.

Many Flo members have either sold their cars or avoided buying one altogether. Some families choose Flo instead of buying a second or third car. The benefits are many. Older cars are replaced with new, more fuel-efficient smart vehicles. Less space is taken up for parking. Existing parking spaces are used more efficiently.

Because Flo is a pay-as-you-go service, members choose to use a car only when it makes economic sense. And with the issue of car ownership out of the equation, members tend to make better choices about transportation, either by walking, cycling or using existing public transport.

With an expanding presence in the inner-city and costing half as much as taking a taxi, Charter Drive offers a flexible and economical new alternative to current transport modes.

For the same cost as one CBD parking bay, businesses can benefit from 2.5 hours of driving every day. When businesses rationalize their fleet, the savings are even higher.

> Charter Drive. For wheels, when and where you want them.

Charter Drive is a service that operates along the same lines as Flo – it's fully automated, utilises a swipe card for car use and is available by the hour or day. Charter Drive focuses on CBD businesses as well as inner-city residents and workers and provides an economical and sustainable alternative to cabs, hire cars and car ownership.

It doesn't matter if you need a car for driving to meetings, getting home from work, running errands or for a trip out of town. Because the service is 'pay as you go', it's extremely flexible and user-friendly and the options are almost endless.

Recently, Charter Drive took the next step by becoming a Carbon Neutral service through contributions to Greenfleet. This means that eight trees are planted every year for each vehicle in the fleet, effectively neutralising greenhouse gas emissions. It also means that organisations can Charter Drive their staff to meetings without negatively impacting the environment.

With Charter Drive, you can enjoy the comfort, privacy and flexibility of your own car at a fraction of the cost of owning, renting or paying for taxis. As an added benefit, the environment is a lot better off.

Businesses and local residents can use Charter Drive from 30 minutes to 3 days and pay only for the time they use the car. Commuters to the CBD can Charter Drive home after work and return the car the next working morning with heavily discounted night and weekend (rather than per hour) packages. This gives users even greater flexibility and economy.

The cars come standard with parking, fuel, comprehensive insurance, toll tags and either maps or GPS included in the price. And because Charter Drive uses economical smart cars, the savings are more than just financial. From an environmental point of view, it helps to reduce congestion and lower emissions.



For more details, see www.flo.net.au



For more details, see www.charterdrive.com



open your mind.

>> smart car = less fuel.



>> smart Finance & Insurance = less energy.

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www.smartaustralia.com.au

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* conditions apply

>> Why we design our cars to break down.

Because of the recycling process, selecting the right materials to build a smart is also vital.

We prefer to use synthetics, as these are easier to recycle. That's why the dashboard is made from polypropylene. Even the wheel housing covers are made from 100% recycled synthetic. By doing things this way, today's components can easily become tomorrow's material.

When we build a smart, we're thinking about much more than just the car.

And it's not just the raw materials that affect the recycling process; it's also the way the smart parts are made. We've progressed a lot by reducing the number of different materials involved. So where the air duct in the dashboard was once made from twenty different components, it's now just made from one - all in a single molding.

It's all part of our coordinated environmental management system. When we build a smart, we're thinking about much more than just the car.





>> Introducing Carbon Zero.

Carbon Zero is a first for Australian drivers and it adds to the ways in which every smart is designed to protect the environment, whether it's by recycling, space saving or fuel efficiency.

When it comes to balancing the environmental ledger, Carbon Zero is definitely the smart way forward.

> Choosing partners that balance what we do.

Climate change and global warming are among today's most pressing environmental issues, brought about by increased concentrations of greenhouse gases in the atmosphere.

In 2004, Australia's Chief Scientist Robin Batterham stated that the nation must halve its greenhouse gas emissions by 2050.

Today, car use for the average Australian adds around five tonnes of greenhouse gas to the atmosphere, which is enough to fill 11,000 wheelie bins each year. As a brand that thinks long and hard about the impact our cars have on the planet, this is something smart can tackle.

Through our new Carbon Zero program, we have recently formed important partnerships

with *climate friendly* and Greenfleet to make all new smart cars climate neutral. In other words, with their assistance, smart drivers can balance the emissions from their car with their choice of environmental initiatives.

Carbon Zero is the first of its kind in Australia and is part of our ongoing commitment to sustainable transport options.

One of the choices for smart owners is through Australian organisation *climate friendly* and utilises Australian and international clean energy projects – building a clean energy industry today to protect our future.

It's a way for smart owners to support projects like wind and solar energy that prevent as much greenhouse gas as their cars produce. This accelerates the switch to a clean energy future and slows climate change.

Managing Director, Joel Fleming, said *climate friendly* is excited to partner smart. "Climate change presents a huge opportunity for us all and the time to cut emissions is now. Uniquely, *climate friendly*



The smart way to put car emissions into neutral.

neutralises carbon dioxide in the same year it's emitted. This makes drivers climate neutral today in 'real time'," he said.

"The predicted 95% loss of the Great Barrier Reef within 45 years is an absolute tragedy in the making*, but it can also inspire urgent action to save it. There is a direct causative link between fossil fuel use and coral damage. It's sobering realities like these that make 'real time climate neutrality' so important. A rapid and major switch to clean energy is vital to save our national treasures such as the Great Barrier Reef. Clean energy is an ideal greenhouse strategy because it's easily verifiable, it displaces the root cause of climate change (the burning of fossil fuels) and the emission savings are immediate."

climate friendly's climate neutral products have the strong support of WWF-Australia. *climate friendly* is a profit-for-a-purpose company and is the only Australian climate neutrality service whose projects are all government approved and independently verified using the highest international standards, including the Kyoto-compliant Gold Standard.

Greenfleet, a non-profit organization, also has a unique way to balance the ledger. On behalf of smart owners, Greenfleet will plant native trees. These trees will help to create a forest, and as they grow they will absorb the greenhouse gases that the car produces in one year.

Why plant trees? Science shows that mixed species trees not only absorb a car's greenhouse emissions, but will also help to tackle salinity, improve water quality and provide essential habitat for native species.

In 2004, Australia's Chief Scientist Robin Batterham stated that the nation must halve its greenhouse gas emissions by 2050.

Since 1997, Greenfleet has planted more than two million native trees on behalf of individual motorists and organizations, putting back the mix of native species that had been there originally. The trees are propagated from seed collected in the local area to provide maximum ecological benefits – reducing salinity

and soil erosion as well as providing essential habitat for native species.

Currently, Greenfleet plant trees in Victoria, ACT, Queensland, New South Wales, South Australia and Western Australia. They are also seeking sites in Tasmania for 2006. One of their priorities is to become 'Kyoto compliant', giving them the ability to measure the carbon uptake from trees to emerging international standards.

The biggest example of their efforts is the Murray Darling Rescue. This is an ongoing partnership between Greenfleet and Scouts Australia. The Murray Darling provides 41% of Australia's gross agricultural production, yet vast areas are seriously under threat from rising salinity.

The project aims to help bring life back to the once 'Mighty Murray' by planting millions of native trees.



(* New Scientist, 2004)

Recently, we introduced an innovation that will allow smart owners to neutralise their vehicle's carbon dioxide (CO2) emissions. It's called Carbon Zero and everyone who buys a new smart receives a free membership to the program.

There are a couple of ways to participate and both are excellent choices for the environment. It's up to owners to pick which one works best for them.

By funding programs that invest in renewable energy through *climate friendly* or by planting trees through Greenfleet, smart owners can balance the impact that their car has on the environment. The overall result: zero output.



For more details on Greenfleet, see www.greenfleet.com.au

For more details on *climate friendly*, see www.climatefriendly.com

>>More cars. More carbon dioxide.

> The Carbon Cycle

All life on Earth is based on carbon. Plants grow through photosynthesis – using sunlight to break down carbon dioxide to pure oxygen and carbon (in the form of wood).

Since World War 2, global fossil fuel use has more than tripled.

As plants rot down over millions of years, they eventually form fossil fuels such as coal, oil (which makes petroleum products like petrol, diesel and LPG) and natural gas.

When these fossil fuels are burnt (using oxygen), the initial process of photosynthesis is reversed, and carbon dioxide is formed.

When we burn fossil fuels, we are reversing – over a very short timeframe – a process that took millions of years, so that extra carbon dioxide builds up in the atmosphere.

We can neutralise the effects of this by planting more vegetation to 'lock up' carbon and by reducing our burning of fossil fuels.

Since World War 2, global fossil fuel use (oil, gas and coal) has more than tripled – along with the resulting greenhouse gas emissions. This has led to a 25% increase in the concentration of carbon dioxide, the main greenhouse gas, in the earth's atmosphere since the 1950's. This concentration is far higher than at any time over the past 400,000 years.

Ongoing research is not only confirming concerns about the extent of temperature rise and other impacts of this change, but is also highlighting the emerging risks of more abrupt and large-scale impacts. For example, the warm currents flowing near some countries could stop. And because carbon dioxide remains in the earth's atmosphere for decades after it has been released, warming will continue long after we cut emissions.

The sooner we act and the more we can cut our emissions, the better the chance of limiting the impact of climate change.

Transport is now the fastest growing source of carbon dioxide emissions worldwide. There are currently 800 million cars on the roads and the global 'fleet' is expected to reach 1.6 billion by 2030.

Petrol consumption in the USA has risen by over 11% in the last 10 years – not a very promising trend in a market that is already well saturated with vehicles.

But first, a quick science lesson on the carbon cycle will help to make matters clearer.



> Our Arctic ice cap is melting fast and global warming is believed to be a major contributor. The pictures below show the dramatic loss of Arctic ice from 1979 to 2003.

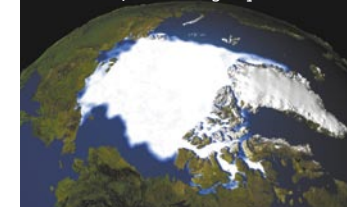
> The Greenhouse Effect

The earth is surrounded by a blanket of gases made up of water vapour, carbon dioxide, methane, nitrous oxides and others.

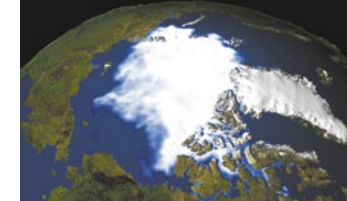
Radiant heat from the sun hits the earth, and most of this is reflected, with some of this being trapped by the blanket of gases.

The blanket of gases retains the heat in the same way as a greenhouse lets light in, then traps heat – hence it is called 'The Greenhouse Effect'.

> Arctic ice, 1979. Image by NASA.



> Arctic ice, 2003. Image by NASA.



> The Enhanced Greenhouse Effect

When we burn fossil fuels, we release carbon in the form of carbon dioxide.

This adds to the greenhouse gases in the atmosphere and causes a gradual increase in temperature.

The Greenhouse Effect becomes 'enhanced', causing global warming.

The carbon dioxide concentration in our atmosphere is now 30% higher than it was 200 years ago.

>> Our space program.

It's a sunny day and perfect beach weather. So you set off for a pilgrimage to the local strip of sand. Anticipation quickly turns to anguish as you realise everyone else has the same idea and parking just isn't an option. Unless, of course, you happen to be driving a smart fortwo.

Where some see nothing, you're seeing spots. Because when you own a car that's just 2.5 metres long, the world changes and is much more obliging.

Across Australia, our small cars are creating big news by their ability to maximise space. Already acknowledged

as trendsetters in crowded European cities, the smart fortwo has set new benchmarks for environmental credibility in our major cities.

Local governments are also catching on and providing support for initiatives such as legal parking of two smart cars in the one space. Brisbane City Council has become the first in Australia to do so and as Brisbane councillor Graham Quirk told the Courier Mail: "If people want to go to the trouble of buying environmentally friendly, space saving cars, we ought to be giving them incentives."

Comments such as these mirror the positive debate overseas about the validity of space saving measures. A recent Swiss court ruling found in favour of a couple who challenged a fine after parking their two smart fortwo coupés in one parking space and paying for only one ticket.

The cantonal court in Zurich ruled owners should pay only one parking fee if both smart cars fit into a single parking space, vindicating the couple's 18-month legal battle against Zurich's municipal police force.

We're OK with the drama. When you invent something that's revolutionary, you've got to expect a little controversy until the world catches up.



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>> Politically correct smart.

Julie Bishop MP is the Federal Member for Curtin, Minister for Education, Science and Training and the Minister Assisting the Prime Minister for Women's Issues.

She recently purchased a smart fortwo which can be seen zipping around the streets of Subiaco proudly decorated in the Australian flag and wearing the number plate CURTIN. We asked about why she thought a smart was an appropriate choice for her role as a community figurehead.

Congratulations on your new appointment as Minister for Education, Science and Training. Is education about environmental issues high on your agenda?

"Environmental issues have always been high on my agenda.

Vehicles obviously have a rather large impact on the environment we live in, especially in cities. What are some of your tips to drive 'smarter' for the environment?

"Number one – buy a smart car! Otherwise, make sure you get your car serviced regularly, don't brake too hard, drive smoothly instead and use unleaded petrol."

Was your decision to buy a smart influenced by the brand's environmental credibility?

"Most definitely. The fuel economy was a big incentive. If the car is using 4.8 litres of fuel per 100 kilometres, that's definitely a plus for the environment."

What sort of things do you like most about your smart?

"It's easy to drive, easy to park and easy on the environment."

Do you find that it gets plenty of comments?

"It is the subject of much comment. In fact, because my car has been detailed with an Australian flag, people saluted it as I drove past on Australia Day!"

Do you know much about cars?

"I don't profess to be an expert, but I like driving a reliable and environmentally friendly model."

What was the reaction from the people you work with?

"My staff were all eager to take it out for a spin. One of my Electorate Officer's sisters decided to buy one after seeing my smart car."

Do you love the amount of fuel it uses (or doesn't use)?

"Yes. I was quite amazed in the first week that I had driven about 500 kilometres on roughly \$30 of premium unleaded petrol."

Is it comfortable?

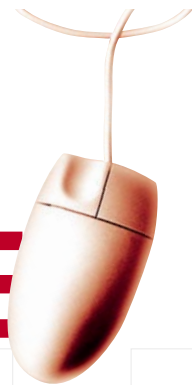
"Well, for such a small vehicle, it's surprisingly comfortable. There's ample leg room and thanks to the ergonomic design, all the gadgets are within easy reach."

Is blue your favourite colour for everything?

"Yes, blue is a favourite colour. I read somewhere that people who like blue are supposed to be very calm and peaceful creatures. I wonder what some of my colleagues would make of that! Blue is also the traditional Liberal colour."



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>> Planting some green thoughts.

When it came to choosing the ideal paper supplier to announce our new Carbon Zero program, we found one that is as excited about green issues as we are.

Sydney-based company Paper-Go-Round has developed an innovative paper stock that has native seeds embedded in it. Which means that smart owners can read it, then plant it and watch it grow.

The paper is made in Australia by hand using the same techniques that were used for centuries to make paper before the advent of paper making machinery. It's also 100% recycled (apart from the seeds). By using Paper-Go-Round, we found that feeling seedy can actually be a good thing.



This magazine is printed on 100% recycled paper.

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