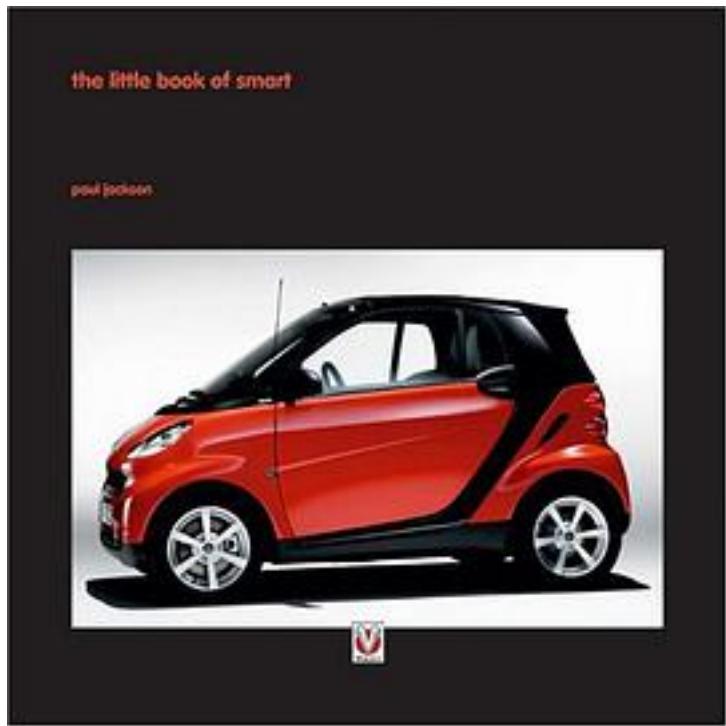


The Little Book of Smart



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著者:Jackson, Paul

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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 have remained loyal to the brand and sales of the fortwo city car continued to prosper. These days, the future looks rosier. An all-new for two 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 for two line-up promising major sales worldwide and, of course, helping to pave the way for a future for smart in the USA. It's a fascinating tale, told succinctly and in an entertaining style, and complemented by full color photography throughout.

作者介绍:

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