



smart USA
1765 Telegraph Road
Bloomfield Hills, MI 48302-0954

FOR IMMEDIATE RELEASE

Contacts:

smart USA

Ken Kettenbeil
Director, Communications
248-648-2582
kkettenbeil@smartusa.com

smart center Bloomfield

Joe Ziniti
General Manager
248-292-2044
jziniti@smartcenterbloomfield.com

smart USA Opens Flagship Dealership in Michigan *smart center Bloomfield to also serve as company headquarters*

Bloomfield Hills, Mich. (Jan. 17, 2008) – smart USA Distributor LLC, a subsidiary of Penske Automotive Group, Inc., (NYSE: PAG), announces the opening of its flagship dealership in Bloomfield Hills, Mich., the exclusive retailer of the all-new 2008 smart fortwo in the state of Michigan. Branded as “smart center Bloomfield,” the dealership also will serve as the corporate headquarters for smart USA.

“smart center Bloomfield joins a network of premier dealerships across the United States, and it will also be the home of smart USA’s business operations,” said Dave Schembri, president of smart USA. “Locating the corporate offices in a dealership was a strategic decision – it allows us to stay in touch with our customers and better react to feedback from the retail environment.”

smart center Bloomfield, owned by Penske Automotive Group, Inc., is located at 1765 S. Telegraph Rd. a half mile north of Square Lake Road in Bloomfield Hills. The facility is approximately 20,000 square feet, including 8,700 square feet for the smart USA corporate headquarters.

The dealership’s design is unique, with a look that is distinctly “smart.” The exterior features a striking black façade with a dramatic entrance adorned with the smart logo overhead. The showroom features all three smart models and sports the brand’s signature black, yellow and white logo colors. The ceiling, walls and floor are brilliant white so the display cars are the center of attention. The sales floor also includes open sales consultation stations and a display of the vehicle’s tridion safety cell. The dealership includes a service center, customer waiting lounge with wireless Internet access, and a smart boutique where customers may purchase the latest in smart merchandise.

The showroom will be open Mondays and Thursdays 9 a.m. to 9 p.m., Tuesdays, Wednesdays and Fridays 9 a.m. to 6 p.m., and Saturdays 10 a.m. to 4 p.m. The smart service center hours are 7:30 a.m. to 5 p.m. Monday through Friday and 8 a.m. to 1 p.m. Saturday.

- more -

smart center Bloomfield is one of 68 dealers located in 31 states that have been certified by smart USA as ready for business and are expected to begin retailing vehicles in January, subject to licensing and other required approvals. The remaining six dealerships are expected to commence retailing vehicles throughout 2008 upon completion of their facilities and obtaining licensing approval.

ABOUT the smart fortwo and smart USA

The smart fortwo is manufactured by Mercedes-Benz Cars and is a Daimler brand. This technologically advanced vehicle achieves 40 plus mpg on the highway and is an ultra-low emissions vehicle, as certified by the State of California Air Resources Board. The vehicle is 8.8 feet long, 5.1 feet tall and 5.1 feet wide and comes equipped with many functional and safety features found in most luxury models. smart is currently sold in 36 countries, and more than 850,000 smart fortwos have been sold since 1998.

The smart fortwo is available in three trim levels. The entry-level *pure* will start at \$11,590*, manufacturer's suggested retail price (MSRP), with standard 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 a radio-ready console. The well-equipped *passion coupe*, expected to start at \$13,590* MSRP, includes all the standard features described on the *pure*, plus 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 an AM/FM radio with CD player, all standard. Those seeking top-down excitement can choose the *passion cabriolet*, planned to start at \$16,590* MSRP, with a standard upgraded radio and sound system that includes an mp3 compatible in-dash 6 CD changer.

Each vehicle features the two-color concept characteristic of the smart 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. Additional details on all trim levels and colors are available on the smart USA website.

** Expected prices exclude tax, license, registration, destination charge and options.*

smart USA Distributor LLC, headquartered in Bloomfield Hills, Mich., is the exclusive distributor of the smart fortwo in the United States and Puerto Rico and is a wholly-owned subsidiary of Penske Automotive Group, Inc.

ABOUT PENSKE AUTOMOTIVE GROUP

Penske Automotive Group, Inc., headquartered in Bloomfield Hills, Michigan, operates 314 retail automotive franchises, representing 40 different brands, and 26 collision repair centers. Penske Automotive, which sells new and previously owned vehicles, finance and insurance products and replacement parts, and offers maintenance and repair services on all brands it represents, has 170 franchises in 19 states and Puerto Rico and 144 franchises located outside the United States, primarily in the United Kingdom. Penske Automotive is a member of the Fortune 500 and Russell 1000 and has 16,000 employees.

- more -

Statements in this press release may involve forward-looking statements. Actual results may vary materially because of risks and uncertainties, including production delays, licensing delays, delays in developing a dealership network and external factors such as interest rate fluctuations, changes in consumer spending and other factors over which management has no control. These forward-looking statements should be evaluated together with additional information about Penske Automotive Group's business, markets, conditions and other uncertainties that could affect Penske Automotive Group's future performance, which are contained in Penske Automotive Group's Form 10-K for the year ended December 31, 2006, and its other filings with the Securities and Exchange Commission, and which are incorporated into this press release by reference.

For additional information, visit www.smartusa.com or www.penskeautomotive.com

###