



THINK SMART®. THINK STYLE. THINK CLUB MONACO.

A partnership based on modern design, current sensibility, and affordable luxury

August 26, 2008 – Global brands **Club Monaco** and **smart USA** collaborate to bring inspiration and design to the urban professional with the launch of **FASHION FLEET: The Ultimate Urban Trunk Show**. The fleet showcases a caravan of chic Club Monaco designed smart fortwos and fall fashion, courtesy of Club Monaco.

The Club Monaco smart fortwos, ten in total, feature images from the newly launched Fall 2008 Club Monaco Campaign, shot by renowned photographer Walter Chin as well as the brand's iconic black and white crest. The Fall Collection and campaign were inspired by the idea of the downtown aristocrat who brings uptown elegance a downtown flare.

"It's a natural partnership for us and one we feel aligns with Club Monaco's core values – design, style, and function," says John Mehas, President and CEO of Club Monaco. "Both Club Monaco and the smart fortwo are urban and sophisticated, and are geared toward meeting the needs of the modern consumer – one who has a versatile and demanding lifestyle, and is looking for affordable luxury."

FASHION FLEET: The Ultimate Urban Trunk Show

The partnership will launch during Fashion Week with the **ultimate urban trunk show**. Club Monaco designed smart fortwo vehicles will cruise New York City streets making stops at the landmark Mercedes-Benz Fashion Week locales. Young professionals will model the must have styles of the season while gifting 75 lucky New Yorkers with iconic pieces from Club Monaco's Fall Collection at each stop. Gifts will include cashmere scarves, sunglasses from the newly launched collection, statement jewelry and small Italian leather goods.

The ultimate urban trunk show will debut on **Sunday, September 7** in the Meatpacking District and will continue with stops in SoHo, Wall Street, the Flatiron District, Midtown and Bryant Park on Monday and Tuesday during peak lunch-time hours.

In addition, Club Monaco's 57th Street Store window will be dedicated to the partnership throughout Mercedes-Benz Fashion Week featuring a unique design and one of the Club Monaco designed smart fortwos.

"smart USA is excited to partner with Club Monaco for the 2008 Mercedes-Benz Fashion Week activities," said Dave Schembri, President, smart USA. "smart is the brand at home on the streets of New York City providing drivers with urban mobility, great gas mileage and environmental responsibility. The smart fortwo's iconic design also complements the sophisticated style of Club Monaco stores and customers."

The **Club Monaco** and **smart USA** collaboration generates a design philosophy that marries functionality and style; tradition and modernity. The result is a dynamic partnership that is not limited by age, price or location. It's about iconic style.

PRESS CONTACTS

Amanda Schilt, Harrison & Shriftman, T: 917.351.8661, E: aschilt@hs-pr.com
Stacey Casper, Club Monaco, T: 212.886.2682, E: stacey.casper@clubmonaco.com
Ken Kettenbeil, smart USA, T: 248.648.2582, kkettenbeil@smartusa.com

ABOUT the smart fortwo and smart USA

smart USA Distributor LLC, headquartered in Bloomfield Hills, Michigan, 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. The smart fortwo is a brand of and is manufactured by Daimler AG. This



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technologically advanced vehicle achieves 41 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 other countries, and nearly 1,000,000 smart fortwos have been sold since 1998. The 2008 smart fortwo is available in three trim levels ranging in price from \$11,590 to \$16,590*. For more information visit the smart USA website – www.smartusa.com

* For current model year only. Prices are not guaranteed and are subject to change without notice. Excludes tax, title, registration, destination charge, options and other dealer fees.

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ABOUT CLUB MONACO

Club Monaco is a dynamic, international retail concept that designs, manufactures, and markets its own Club Monaco clothing, accessories and home collection. Each season, Club Monaco offers men and women updated classics and key fashion pieces that are the foundation of a modern wardrobe. Now headquartered in New York City, Club Monaco operates 120 stores worldwide and continues to expand its reach with a focus on global growth. Club Monaco is a subsidiary of Polo Ralph Lauren Corporation (NYSE: RL). www.clubmonaco.com