



Press Release

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Kuni Automotive Announces Grand Opening of smart center Denver

Stand-alone smart center has exclusivity to sell U.S. version of popular microcar in Colorado market

VANCOUVER, WA, February 22, 2008 – Kuni Automotive is pleased to announce the grand opening of smart center Denver, the exclusive authorized smart sales and service facility for the state of Colorado. This stand alone dealership - located at 2855 South Broadway - has started delivering the 2008 smart fortwo to eager reservation holders.

smart introduces Kuni to a market segment called “microcars” and is distributed by smart USA, a division of Penske Automotive Group led by Roger Penske. “We are looking forward to expanding into the microcar market, and can’t think of a better car and better partner than smart and Roger Penske.” says Greg Goodwin, CEO of Kuni Automotive.

Trang Hamm is the Partner operating both Kuni smart locations in Denver and Portland, making her the first female Partner in the history of the Kuni organization. “It was an honor to be chosen to represent the brand in both markets.” Trang continues, “smart really is a different car. Consumers in both markets are looking for innovative transportation, and the opportunity to express themselves through customization of a very important piece of their daily lives – their vehicles. smart is the perfect car to help them achieve these goals.”

Due to the car’s small size and fuel efficiency, the fortwo has been popular near the high-density core of Denver as well as Boulder. The unique little car offers consumers a new driving experience through features such as high fuel efficiency, luxury upgrades, and cutting-edge innovations in environmentally friendly manufacturing and production methods. The car is already attracting a range of buyers including the affluent, environmentally-conscious buyers and first-time buyers.

In addition to new smart cars, smart center Denver also offers pre-owned vehicles and has the ability to maintain and repair various makes and models. Test drives are now available on a walk-in or appointment basis by calling 303.597.6278. Anyone interested in purchasing a smart fortwo is encouraged to enroll in the \$99 reservation program at www.smartusa.com.

About Kuni Automotive

Kuni Automotive is a privately owned dealership group based in Vancouver, Washington. The group owns twelve dealerships in four states – Washington, Oregon, California and Colorado - and employs over 850 associates. Kuni's portfolio of dealerships includes smart, Lexus, Honda, BMW, General Motors, and Volkswagen. Kuni dealerships have a reputation of being reliable performers and problem solvers in their respective markets, and have won various awards including Elite of Lexus, President's Award and Master Dealer.

About smart USA and the smart fortwo

The smart fortwo is manufactured by the 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. 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. 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.

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