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Being Smart Can Also be Cool



Gurnee, IL. - RealWheels Corporation of Gurnee has expanded their extensive product line to include accessories for the innovative SMART car.

With the automotive world taking serious steps toward going green, some enthusiasts worry that America's love-affair with cool cars could be in jeopardy. Usually recognized for their Hummer, big rig and other large-scale vehicle projects, the award-winning accessory team at RealWheels Corporation (RWC) has taken on this challenge with the smallest car on the road; the SMART car.

"Just because it's not the fastest, and definitely not the biggest car on the road, doesn't mean it can't be cool." That's the message from this Gurnee, IL accessory manufacturer who purchased one of the country's first SMART cars in an effort to design and engineer a complete line of vehicle accessories for the sporty, little, eco-friendly two-seater.

"The more we work with this car, the more impressed our team is with it." explains RWC Vice President of Sales, Jhan Dolphin. "It recently scored great crash tests results, and the level of safety development and engineering that went into it is very obvious. And...Now we've got the accessories for Smart car owners to add some individual style and personalization." adds Dolphin.

So, how do you make a car that makes only 70HP and is less than 9 feet long, cool? That's where the designers at RWC come in. They created over 20 stainless steel trim accessories that enhance various design features of the car. They use precision laser-cutting techniques to create grille covers, side vents and even flamed-shape logo surrounds. The race-inspired tubular bumper and interior sport bars are bent from stainless steel that is polished to a mirror-finish, and gives the micro car an appearance that might make you wonder what's under the hood.

Like ants emerging from an anthill, these little cars are beginning to surface in most metropolitan areas of the country. With fuel prices almost guaranteed to remain at uncomfortable levels, there's no doubt that smaller vehicles will continue to populate more and more cities. Aftermarket companies like RWC will make sure we can still have fun, personalizing cars to fit our individual style, while making smart vehicle decisions.

All SMART car accessories can be viewed online at smartoneparts.com, ordered through RealWheels or their network of dealers.

RealWheels is located near Chicago and has been designing and manufacturing accessories for a wide variety of vehicles since 1980.

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Additional photos and information available upon request.

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