



# Lifesaver.

Mercedes-Benz Vito.



Mercedes-Benz





# Australia's Safest Van.

It's no accident.

At Mercedes-Benz Vans we believe that safety is not a luxury, it's a necessity. All our vehicles are built to meet high engineering standards. That's why the Mercedes-Benz Vito has just been awarded 5-stars\* by ANCAP making it the first 5-star safety rated van in Australia. So when it comes to safety, we think more is better.

[www.mercedes-benzvans.com.au](http://www.mercedes-benzvans.com.au)



\*Rated 5-star when fitted with optional curtain airbags.

# Love your work.

September 2009.

Mercedes-Benz



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Welcome to a very special, history making, edition of Love Your Work.

As you will have noticed with our front cover wrap, Mercedes-Benz Vans are pleased to announce that we have been awarded the first 5-star ANCAP rating for a commercial vehicle in Australia. This is a significant milestone that clearly demonstrates our focus on ensuring the owners and drivers of our vans are not treated as second class citizens when it comes to safety. With vehicles increasingly being viewed as a workplace, this announcement is equally important for single owner operators as it is for fleet managers. Are you minimising the risk to your van driving employees?

This news will also be pleasing for our two new van dealers who are very focussed on providing 5-star value and service to our existing and new customers in their regions. We are very excited to have Northside Star (Waitara, Sydney) and Zupps Aspley (Brisbane) join the van team. So if you happen to be in their area, feel free to drop in and meet the new teams - they will only be too happy to shout you a cuppa and show you around.

No doubt like your business, we are always working hard to ensure we are continually adding value with our product and service offerings. And it looks as though this

has not gone unnoticed by many of our customers. Despite the financial crisis our sales volume and marketshare have actually increased compared to the same time last year, notwithstanding the difficult trading environment for both us and our customers. So thank you for your ongoing belief in our vans and dealers to look after you in tough times. We won't let you down.

Lastly, you will start to hear about our theme for the rest of the year soon - Now or Never? With the 50% Investment Allowance ending in December, this might just be the time for all those people that have ever said "one day..." when they have been thinking about owning a Mercedes-Benz Van. With such a strong incentive by the Government be sure to talk to your best mate (or your boss!) soon and tell them that the best deal of their lifetime might just be Now or Never! Don't miss out and lose this competitive cost advantage to your business for the next few years.

Until our next issue stay safe on the roads and Love Your Work.

**Campbell York**  
Senior Executive  
Mercedes-Benz Vans

# In Safe Hands.

Daimler Commercial Vehicles presents safety vehicles at ESV conference.

Daimler AG presented the latest safety systems for commercial vehicles at the International Technical Conference on the Enhanced Safety of Vehicles (ESV).

The ESV Conference is the world's largest forum for vehicle-related safety.

Enhanced safety versions of a truck, coach, and van were exhibited at the Stuttgart exhibition centre from June 15 to 18. In conjunction with its presentation of new passenger cars, and in particular the S-Class ESF 2009 (ESF is the German abbreviation for Experimental Safety Vehicle), the company is once again underscoring its commitment to being the leading supplier of safe and reliable vehicles in all segments.

The Safety Truck, Safety Van, and Safety Coach are part of Daimler's global Shaping Future Transportation initiative, which aims to use resources sparingly and reduce emissions of every kind, while at the same time guaranteeing maximum traffic safety.

"We are intensively pursuing our vision of accident-free driving. For many years now, all major safety system innovations have

been realized by Daimler," says Andreas Renschler, the Daimler Board of Management member responsible for commercial vehicles.

"Our SafeDrive Technologies initiative will pave the way for widespread use of safe commercial vehicles in road traffic – and that applies to trucks as well as to coaches and vans."

More than 500 participants from all over the world attended the ESV Conference. Daimler is the main sponsor and organizer of this year's conference. The event's organizers invited legal experts and representatives of state and federal governments, the automotive industry, vehicle research centres, universities, and the healthcare and insurance sectors.

In addition to presentations focusing on many passenger vehicle-related technologies, the ESV Conference provides information on commercial vehicle technology. Examples of this include the Advances in Truck Technology program feature, in which Daimler Commercial Vehicles its latest achievements in safety technology for commercial vehicles.

"It is thus very important that these vehicles are equipped with the best safety features available so that drivers, passengers, and other road users can be protected against accidents as much as possible."

Daimler Commercial Vehicles has presented three Mercedes-Benz brand vehicles that demonstrate the latest developments in safety technology: the Safety Truck, the Safety Van, and the Safety Coach.

The Safety Truck – a Mercedes-Benz Actros – is equipped with the emergency braking system Active Brake Assist, which independently initiates an emergency braking manoeuvre when a collision with a vehicle ahead appears unavoidable.

The vehicle also has a stability control system for trucks with trailers, a traffic-jam assistant, a lane assistant with steering intervention, a parking system with ultrasound sensors, a cornering assistant, a reversing aid for manoeuvring with a trailer, and numerous other safety-related features.

A comprehensive range of safety equipment can also be found in the Mercedes-Benz Travego Safety Coach.

Back in 2006, experts had already lauded this premium vehicle as the world's safest travel coach.

The coach was presented with the Active Brake Assist system, which proactively helps prevent rear-end collisions. Active Brake Assist is based on a proximity control system that has been available as optional equipment for the Mercedes-Benz Travego for many years.

Sophisticated safety features can also be found in the Mercedes-Benz Sprinter Safety Van. Thanks to the Adaptive ESP Electronic Stability Program, the driver can even better respond to critical driving situations and control braking behaviour with greater precision.

The Safety Van is also equipped with Roll Over Mitigation, Roll Movement Intervention, and Understeering Control, all which help to further improve the effectiveness of Adaptive ESP. The feeling of safety in the Mercedes-Benz Van is further enhanced by numerous additional safety-related features including airbags for the driver and front passenger, disc brakes all around, and adaptive brake lights



# Great expectations.

Melbourne florist goes it alone with the help of Mercedes-Benz Vans.

Foregoing a retail space and going completely mobile pose enormous risks. Particularly when you're a florist. But this is exactly what Melbourne-based floral designer Kate Hill has done with her premium florist business, Kate Hill Flowers, which launched in 2007.

It turned out to be the right decision – the company has flourished since.

Initially studying both interior and floral design, Hill has more than 12 years experience in the industry.

“Our aim is to offer an uncompromising standard of design, product and service,” the award-winning floral designer said. “Prior to launching, I saw a real gap in the market to offer a high-end product with a level of service that would appeal to the corporate market and highly discerning private clients.

“It was a difficult decision to forgo a retail space, but essential to us in order to maintain focus and meet the demands of our clients. It has been one of the best decisions we have ever made.”

Kate Hill Flowers currently employs three full-time staff, as well as up to six casuals, depending on the size of the event. According to Hill, weddings comprise the bulk of the business. Clients range from upmarket boutique business operators all the way through to some of the most powerful business people in the country. These includes the likes of Tiffany & Co., Wayne Cooper, Sofitel Mansion & Spa and Victoria Racing Club, to name but a few.

The business currently runs two Mercedes-Benz Vito's. When it came to choosing a fleet vehicle, for Hill, the decision was relatively simple.

“To be honest, the Vito had no competition,” she said. “It drives more like a car than a van, and has every safety option I could have thought of, which keeps my partner happy.

“I also really like the way it looks. It looks like a designer has gone back to the drawing board and said, ‘Vans don't have to be ugly’. We actually have people come up to us and ask for brochures in the street.”

Mercedes-Benz's reputation as a 'premium' brand was another factor that played a part in her decision. She also highlights other parallels: “I believe there is an alignment of values between our businesses, and a subliminal message in driving a Mercedes that every aspect of our business is about quality. Particularly when you consider that the Kate Hill Flowers brand is a promise that you are going to receive nothing but a premium product with the highest level of service.

“We probably do about 150-200km on an 'average' day, as most of our corporate clients are located in inner Melbourne – bearing in mind that while we do deliver nationally, anything in greater Victoria is serviced in the Vito's.

“Maintaining a reliable vehicle is absolutely essential for our business. Especially for weddings – a bride not having her flowers on, what is often the most-anticipated day of her life, is simply not an option.”

Visit [www.katehillflowers.com.au](http://www.katehillflowers.com.au)



# Cooking tips for men.

With the likes of Gordon Ramsay and Jamie Oliver leading an army of male celebrity chefs nowadays, the pressure is on for Aussie blokes to flex a bit of culinary know-how. And, no, we're not talking about firing up the barbie.

We've assembled a few simple recipes with four ingredients or less, to show that you don't have to be Ramsay or Oliver to impress.

## Pork tenderloins

- 2 pork tenderloins
- 1/4 cup sugar (best to use brown)
- 2 teaspoons mustard
- 1/2 cup honey

First, blend brown sugar, mustard and honey in a bowl. Mix in the pork tenderloins and leave to marinate in the fridge for around two hours. Pre-heat oven to 180°C and bake for one hour. *Serves four.*



## Chicken

- 1 whole chicken cut into pieces
- 1 jar apricot jam
- 1 French onion soup mix
- 1/2 cup low-fat salad dressing

Place chicken pieces in a baking dish greased with olive oil. In a bowl, mix jam, soup mix and salad dressing well, then spread over chicken pieces. Pre-heat oven and bake at 180°C for an hour. *Serves four.*



## Pumpkin and fetta salad

- 4 cups rocket leaves (around one bag from the supermarket)
- 1 medium-size can of baby beetroot
- 1 packet of low-fat fetta cheese
- 1 small butternut pumpkin

Cut butternut pumpkin into cubes and place in a baking tray greased with olive oil. Pre-heat oven to 180°C and cook pumpkin, until golden brown. In the meantime, wash rocket, break fetta up into crumbled pieces and cut baby beetroot up into cubes. Once pumpkin is cooked, toss all ingredients together in a salad bowl. Drizzle olive oil and season with rock salt if required. *Serves four.*



## Marinated beef

- 2 sizeable rump steaks
- 1/3 cup Worcestershire sauce
- 1/2 cup of red wine
- 2 cloves of garlic

Trim fat off rump steaks and place in casserole dish. Peel garlic and chop finely. In a bowl, mix Worcestershire sauce, red wine and garlic. Spread over steaks and leave to marinate in fridge for around two hours. Season the beef with salt and pepper if desired, and grill to your liking.



# Sprinter 4x4.

The concept of all-wheel-drive (AWD) is normally reserved for those with a penchant for cars that deliver near-WRC-esque performance, right? What's more, it's something you'd be hard pushed to find in the same sentence as 'commercial van'.

Thanks to the Mercedes-Benz innovative AWD technology, this application is now available in the Mercedes-Benz Sprinter range.

The new model offers a solution for just about every transportation task. From operators who work in mountainous areas right through to those in the building and landscaping industries, it delivers substantially improved traction.

The All-Wheel-Drive is available at the push of a button. Standard operation comes courtesy of rear-wheel drive. What's more, this can be activated without stopping and whilst moving at up to 10km/h.

Power distribution between the front and rear axles is 35:65 and the vehicle's optimised dynamic torque distribution (in AWD mode) ensures exceptional agility at increased speeds. At the other end of the spectrum, the low-range drive ratio ensures operational versatility in challenging terrain.

AWD aside, other key features include the 4ETS (Electronic Traction System) and ADAPTIVE ESP®. If the vehicle looks likely to lose traction or skid, both act as a team, adjusting brake pressure and engine torque accordingly. This also improves stopping distances.

The Sprinter 4x4 is available in three weight variants (3.55t, 4.49t and 5.0t GVM) and two body variants (Van and Cab Chassis). Depending on the vehicle you choose there is also a high-torque, economical four-cylinder CDI diesel engine or powerful V6 CDI diesel.

Mercedes-Benz can look back on a long tradition of AWD technology: construction site vehicles, off-road vehicles and SUVs have been demonstrating their outstanding capabilities on difficult road surfaces for many years. The benefits of All-Wheel-Drive can now be enjoyed in a Mercedes-Benz Sprinter, ensuring improved traction.

For more information on the all-new Sprinter 4x4 contact your local authorised Mercedes-Benz Van dealership or visit [mercedes-benzvans.com.au](http://mercedes-benzvans.com.au)



# Food for the soul.

Boutique slice-maker brings wholesome, indulgent food to the masses.

Ten years ago, finding a wheat or gluten-free product wasn't the easiest of tasks – think breads, cereals, snacks and the like. Whether you were intolerant to either of the two or simply had a liking for said products, you could pretty much only source them from speciality health-food stores – which, again, weren't exactly commonplace.

How times have changed. So much so that today, most supermarkets stock an impressive range of such products. Even the likes of Gloria Jeans and Hudsons Coffee stock gluten-free snacks. If you frequent either franchise for your daily coffee fix, chances are you've come across Springhill boutique slices.



The award-winning family owned company's business proposition is simple: dietary requirements should not compromise good food. It also stems from the belief that good food nourishes the mind, body and soul, something that adorns each product's packaging. What's more, it focuses on combining tradition and wholesome ingredients with innovation and a contemporary market focus.

"We pride ourselves on excellence and innovation, and thoroughly enjoy the wonderful world of food," export and major projects manager Jo Barber said.

Ranges include finger slices and gourmet rocky road. These can also be specifically tailored to meet a customer's particular needs. This aside, what makes Springhill unique is that all its products are individually handmade and cut and comprise only the freshest ingredients. To this end, the company leads the market in the niche finger-biscuit industry in Australia. Its products are also HACCP and HALAL accredited.

It's a formula that's worked. Springhill products are not only available around the country – in all states except the Northern Territory – the company has developed a significant overseas market, exporting to New Zealand, Japan, Singapore, Maldives, India, Brunei and Indonesia.

Employing some 12 staff, the company is based in Ballarat and has a purpose-built factory that features designated gluten-free production, storage and refrigerated areas. It also produces a range of dietary-specific products, including ones approved for both diabetics and coeliacs. The latter has been launched as The Real Bread Mix, a bake-at-home bread for Coeliac Awareness Week, which ran during the month of March.

Springhill runs a fleet of Mercedes-Benz Vito's which are used to pick up ingredients as well as transporting the company's products.

"For us, reliability is essential," said Ray. "We can't afford for a vehicle to have unscheduled repairs at any time. We often get requests for next-day deliveries, particularly for function work, and courier companies can't always deliver in the time required. Comfort and economy are also very important, as we can cover up to 500km, three days a week."

Their Vito has already done around 300,000km in three-and-a-half years.

Visit [www.springhillfarm.com.au](http://www.springhillfarm.com.au)



# The cable guy.

Jim's Antennas proves just how successful a franchise chain can be.

Over the past 26 years, one name in particular has entrenched itself in Australian culture: Jim's.

What started as a small business, Jim's Mowing, has grown into "the" household brand to call upon for your around-the-home needs, including the long-established antennas franchise.

Jim's Antennas is the combination of a proven name in franchising and many

years of technical industry experience. It's also the brainchild of Andrew Parke, who established the company after approaching Jim's Group founder Jim Penman to buy the rights to use the name.

Put simply: at the time, Parke saw an opportunity to buy a successful, established brand name and apply it to the industry he'd worked in for the previous 10 years or so.

Ten years on, and Jim's Antennas now has around 150 franchisees throughout Australia and New Zealand. Something that Parke could never have envisioned during his first few years in business. There are also plans in the pipeline to expand to the United Kingdom.

"In the beginning, we thought hitting around 50 franchises would be feasible," said Parke.

"We certainly didn't think we'd eventually have 150, that's for sure.



"We're at a point now where the business is in a very comfortable position. All the systems are in place, and the future is looking bright. The digital switchover - with all analogue signals due to be turned off at the end of 2013 - will be a huge growth period.

"For us, presentation is everything. Which is why around 100 of our fleet are Mercedes-Benz Vitos. It basically comes down to the presentation of the van - we always look professional when we arrive at a job.

"Safety is another critical factor for us. We've taken a lot of our guys out to the Mercedes-Benz drive days around the country, which allows them to form a greater appreciation of all the safety aspects of their van. We see this as being particularly important, given that they spend so much of their day in their vans."

As you'd expect, reliability is imperative for Jim's Antennas franchisees. "Most of our guys have jobs booked a week in advance, so if they lose their van for a day or so, it can create havoc for their business," says Parke. "That said, we've not had any issues with the Vitos. When compared to other manufacturers', the servicing, in particular the first one, is also a massive selling point - as they drive out of the showroom and

don't require servicing until around 20,000 to 25,000km.

"The wide body makes a huge difference. Our guys have to fit a large range of product in their vans. They're brimming with antennas, cables - you name it. The guys also deck the vans out with false floors and drawers."

January this year saw the company officially launch a new division, Jim's Antennas Commercial. "We've started moving into the commercial and corporate arena," Parke said. "We're talking to customers who require, say, 500 televisions to run off one antenna."

While Parke has become increasingly managerial over the years, he still tries to maintain a hands-on approach to the business. "I love being on the road working as a technician and face-to-face with customers," Parke admitted. "So I do occasionally get out there, just to keep up to date with what customers are looking for and to keep my feet firmly planted on the ground."

Please visit [www.jimsantennas.com.au](http://www.jimsantennas.com.au) if you would like to find out more about Jim's Antennas.



# We will let you decide.

People depend on your “know-how”, you should depend on ours. Contact your local Dealership today and book a Genuine Factory Service - We are sure you won't be disappointed. Contact 1300 323 722 or visit [www.mercedes-benz.com.au](http://www.mercedes-benz.com.au)

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# Get active.



The importance of a healthy, balanced lifestyle.

Never has the concept of nutrition and exercise been so important. With the demands of work and modern life in mind, it's easy to forget the old adage: 'we are what we eat.'

Diet/nutrition and exercise go hand in hand. What's more, you don't have to spend countless hours at the gym. Leading a healthier, more active lifestyle can be as simple as finding as little as 30 minutes a day to walk the dog, ride a bike, play with the kids or go for a lunch time run.

Here are some important things to keep in mind when looking to change your eating habits and get in shape.

### Diet

- Diet forms a crucial part of any exercise regime. In turn, it's a relatively simple equation: consume fewer calories than what you expend.
- While it's important not to be too extreme, a balanced, healthy diet will provide the necessary fuel your body will need during exercise. 'Everything in moderation' is the best approach.
- Eat slowly, try not to overeat and drink plenty of water. It's also important to not drop weight too quickly.

- There are plenty of credible sources available on the internet for more information on diet and nutrition. The Australian Institute of Sport's website - [www.ausport.gov.au/ais/nutrition](http://www.ausport.gov.au/ais/nutrition), in particular - is a great place to start.

### Exercise

- If you're over 40, consulting a doctor before you go undertaking a new exercise regime is essential. Seeking the advice of a fitness professional is also not a bad idea.
- Starting out very slowly is the key. As is increasing your activity incrementally. This will help minimise the risk of injury and reduce soreness.
- Set realistic, achievable goals from the outset. It's also important to be consistent in your approach.
- Try to include at least 30 minutes of moderate-intensity cardiovascular activity for each day of your weekly routine. This might include riding a bike to work, if convenient, or a lunchtime jog.
- Where possible, add strength-developing exercises at least twice a week. This might include light weight sessions at the gym.
- Providing that you've been consistent, you should begin to see noticeable results between four to 12 weeks - something that becomes motivation in itself.



# The price of success just went down.

Finance now at mates rates.

Until 30 October 2009 we are offering a low rate on all new Vito 109 Compact and Sprinter 311 SWB Vans. Plus your small business may also benefit from the 50% Government Investment Allowance.\* Get in quick because the sooner you act the more you'll save. Limited stock available. Visit your authorised Mercedes-Benz Van dealer today. Mercedes-Benz Vans. More affordable than you think.

[www.mercedes-benzvans.com.au](http://www.mercedes-benzvans.com.au)

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**4.99% p.a.** From 1 Oct 2009  
until 30 Oct 2009

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Based on a 48 month hire purchase agreement, 30% final balloon payment to approved business customers only.

\*Eligibility criteria applies, talk to your tax advisor. #Applies to all new Mercedes-Benz Vito 109 Compact or Sprinter 311 SWB vans from participating Mercedes-Benz dealerships and financed with Mercedes-Benz Financial Services Australia Pty Ltd ABN 73 074 134 517 (MBFSAu) on a 48 month hire purchase agreement with a 30% final balloon payment. Finance to approved business customers of MBFSAu and is not available with any other offers, promotions or discounts. Finance establishment fees payable. Fixed interest rate of 4.99% applies to vehicles delivered and finance settled by 30/10/09.

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# Our team know their vans.

Why Mercedes-Benz sales staff have the upper hand over our competitors.

When it comes to buying a new vehicle, gathering all the information you need to make an informed decision should be relatively painless. What's more, sales staff should be your primary source of information when in the market for a particular model.

For the majority of our customers, this is precisely the case, with most relying on our staff's extensive knowledge and service. In turn, this is something that we pay particular attention to.

In March, our National Sales Team, including sales managers and sales executives, attended two one-day product training sessions in Daylesford, Victoria. Here, everyone received in-depth, hands-on training on all things vans and were brought up to speed with every facet of the Sprinter and Vito - from the smallest Vito compact to the new Sprinter 4x4.

The aim was to ensure that each of our sales staff were armed with the knowledge to effectively demonstrate to customers the multitude of features that Mercedes-Benz Vans have to offer.

At the team's disposal were some 17 vans, all with the latest in features and options, including the new 4x4 optioned Sprinter van and cab chassis.

Dealers got to experience, firsthand, the new Sprinter 4x4 on a basic off-road track through the Wombat State Forest. They also had the chance to test the Vitos and Sprints against five different competitor vans.

The team was also taken through crash-test footage for the Vito - which was recently awarded a five-star crash-test rating by the Australian New Car Assessment Program (ANCAP) - as well as for several competitor vehicles.

In all, our sales team left Daylesford with an even greater understanding of our product range, as well as a more detailed knowledge of the market, itself. The result? Our dealers are more than equipped to be the best source of information for Mercedes-Benz Vans customers.



# Sky's the limit.

One Victorian ballooning company is turning blue skies green.

For anyone who has drifted the morning skies in a hot-air balloon, the feeling – and the view, for that matter – is a truly unforgettable experience.

Sheer exhilaration aside, one company in particular is also leading the way, environmentally, for the Australian ballooning industry.

Global Ballooning was launched by Kiff Saunders in Victoria's High Country, namely Mansfield, in 1991. The fact that Kiff Saunders is standing as one of Australia's

top commercial ballooning instructors, and that he's also a delegate of the Civil Aviation Safety Authority speaks for itself. To this end, he has 25 years of flying experience and has flown balloons in more than 10 countries around the world. He has also competed in the Hot Air Balloon World Championship's on three occasions.

Comprising a team of seasoned professionals and six commercial pilots, the family owned company operates 12 hot-air balloons in the Yarra Valley and Melbourne and employs 20 staff.



What's more, the family owned company is the largest operator in Victoria and boasts its own training facility. On average, it carries as many as 8,000 passengers in a year. It also represents numerous high-profile clients, including Chandon, Sustainability Victoria, Orlando Wyndham and De Bortoli Wines.

Global Ballooning is also making serious inroads into becoming a completely carbon-neutral business, making it Victoria's only sustainable ballooning company.

"This has been achieved through a waste-wise management program, carbon off-setting and the use of 'green' energy," Saunders said. "This year, we will also plant more than 600 trees at our operations base in the Yarra Valley."

The company, in partnership with Sustainability Victoria, is also helping to raise public awareness around climate change – in the shape of the ResourceSmart balloon, which is a regular part of Melbourne's early morning skyline.

Logistically, transporting both equipment and passengers around can be challenging. To keep up with demand, Global Ballooning runs three Mercedes-Benz Sprinters, each of which have been tailored to the company's specific needs.

"The Sprinter consistently tows our balloon trailers, which weigh around 1,400kg, and up to 16 passengers without missing a beat," said Saunders. "It's such an adaptable vehicle and can be used for so many applications.

For the uninitiated, a hot-air balloon basically comprises the balloon itself, 45 to 62-litre stainless-steel LPG tanks, burners and the 'Gondola' (the basket), which is usually made of cane or wicker.

With the crew taking care of the on-the-ground logistics and ensuring passenger comfort, operating the right vehicle fleet is crucial.

"Comfort, strength and reliability were huge factors when we decided to steer away from solely using four-wheel-drives. To this end, we're extremely happy with our fleet of Sprinters. Plus, the Mercedes-Benz Sprinter was very competitive in terms of price."

Flights over Melbourne take in the city's stunning CBD and some of its iconic sporting venues, including the likes of the MCG, Melbourne Park and Albert Park racetrack.

Home to some 90 vineyards and 35 wineries, the Yarra Valley is one of the state's largest tourist destinations. Here, the company's tours take in the grape corridors, the valley itself and the majestic mountains that surround it.

Beyond Victoria, Global Ballooning also offers a nationwide service through its affiliations with numerous interstate ballooning companies.

Visit [www.globalballooning.com.au](http://www.globalballooning.com.au)





# Prestige of the future.

We had a chat to Vic French, GM of Mercedes-Benz Autobody repair centre in Port Melbourne to find out more about this state-of-the-art facility.

## What size is the facility?

It is 6000 sq mts or 1 1/2 acres with just over 3000 sq mts under cover.

## How long have you been at this location and where did you move from?

We officially opened in September, 2008. We combined two places, Worrells in High Street, Prahran and Mercedes-Benz, Panel and Paint, South Melbourne. They are both owned by Mercedes-Benz.

## How long did it take to develop this site?

It took 12 months of planning but once the site was found it was full on. It took seven months to build from scratch. We were handed the keys in July 2008.

## The facility is one of the best I have seen in this country. The space and the equipment must make it much more efficient?

It certainly does and it is also future-proofed!

## Are your customers all Mercedes-Benz?

Yes. When I started at Worrells they were doing a lot of other work as well but it was not really the direction to go. Within 12 months the Mercedes-Benz work was increased to 90 percent and we have not looked back since.

## What makes Mercedes-Benz Autobody different to other repair shops?

This facility was purpose built as a single brand facility. This business is corporate as opposed to a normal repair facility and there is so much training available for every staff member. The company does really spend a lot in that area. The importance of training cannot be underestimated.

## How many cars to you have going through the facility?

We have 62 going through the shop right now. Every car we repair is thoroughly checked and everything is tabulated to ensure maximum quality. I am sure the customers appreciate the efforts we make in this area.

# There's two new stars in the sky.

Now at Waitara NSW and Aspley Qld.

Two new Mercedes-Benz Van Dealers have recently opened their doors. Northside Star in Waitara, New South Wales and Zupps Aspley, in Aspley Queensland. The dedicated teams at Northside Star and Zupps Aspley are there to help you find the right van for your business, whether you're moving people, cargo or both. From sales and servicing to spare parts, Northside Star and Zupps Aspley are there to help your business shine.

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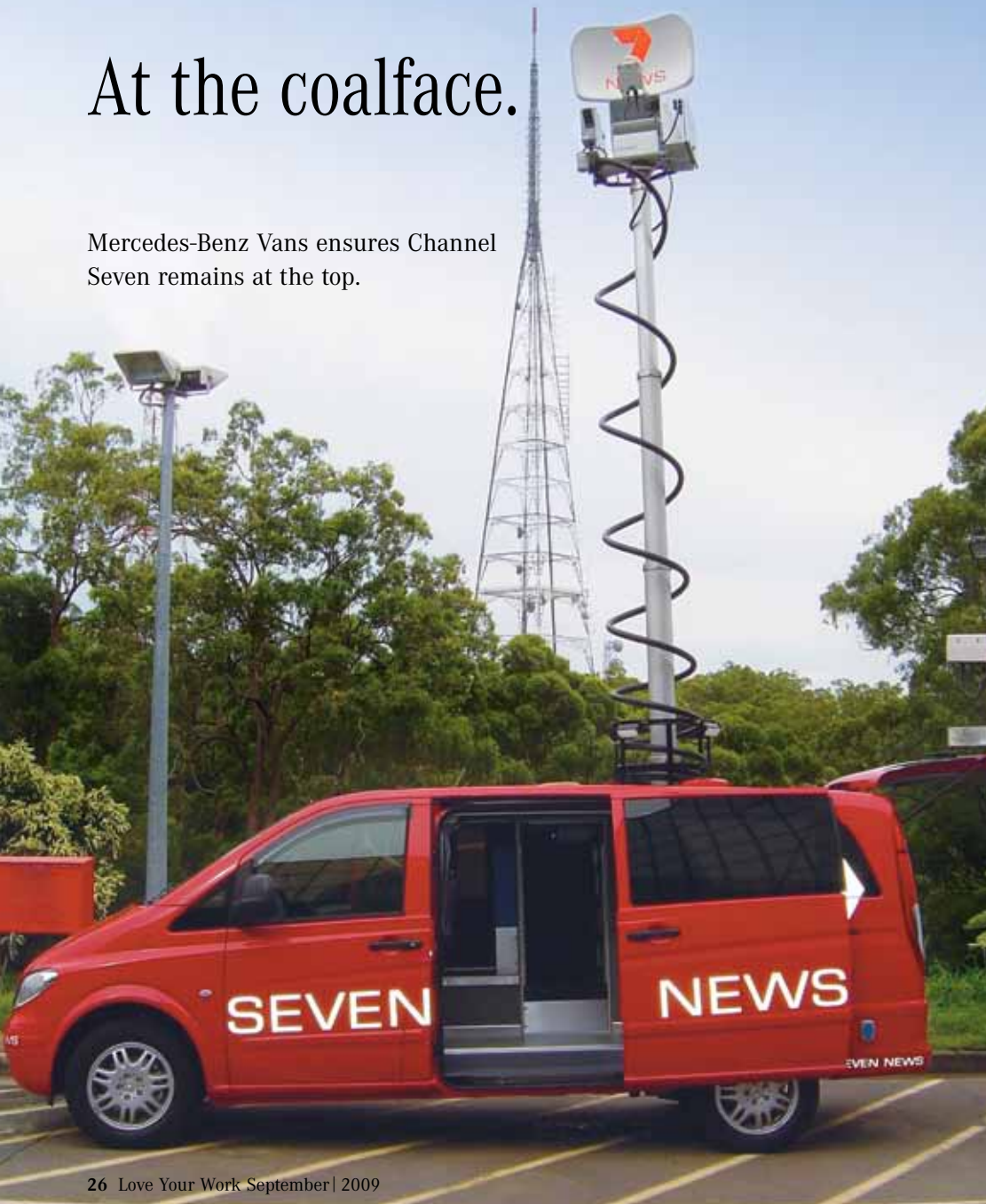


**Northside Star** 53 Pacific Hwy, Waitara. Tel 9487 4344, [www.northsidestar.com.au](http://www.northsidestar.com.au)

**Zupps Aspley** 1454 Gympie Road, Aspley. Tel 3246 8000, [www.zupps.com.au](http://www.zupps.com.au)

# At the coalface.

Mercedes-Benz Vans ensures Channel Seven remains at the top.



Queensland's number-one news service, 7 News, has partnered up with Mercedes-Benz Vans to ensure the delivery of the state's most up-to-the-minute, major breaking news events. A purpose-built Mercedes-Benz Vito.

For the first time in 20 years, 7 News has become the number-one news service in the sunshine state, placing it at the top every week over the past two years. In the same period, the Seven Network has become the market leader in South-East Queensland. What's more, in 2008 the network had the first nine out of the top-10 regular television programs - all of which were Australian productions.

For years 7 News' live-link vehicles have been four-wheel-drives. However, with the sheer amount and weight of equipment, the station decided to switch to the Vito 115.

"Our live-link vehicles are one of the integral links in bringing breaking news stories to our viewers," Craig Dyer, Head of News Operation, Seven Brisbane, said. "In this sense, Mercedes-Benz Vans now play an important role in the team that brings us Queensland's favourite news at 6pm."

In choosing the Vito, the Seven Network had a number of important considerations to take into account, given the ongoing, day-to-day demands of mobile news reporting.

Firstly, 7 News required a vehicle that would satisfy the requirements of two of its departments. These included 'news operations' and 'engineering'. Issues such as drivability, turning circle and ease of parking (particularly when in the city) were determining factors. From the engineers'

point of view, Mercedes-Benz vehicles were more than able to cope with the weight requirements of the live-link equipment.

The network also saw an important synergy between the 7 News and Mercedes-Benz brands. What's more, the overall size of the Vito presented an opportunity for increased signage, giving the news service a greater presence on the road.

"Given the nature of our business, it is paramount to have a reliable vehicles," Craig said. "Otherwise, an urgent news story might be missed. There are no second chances. The public relies on 7 News to deliver the service at 6pm every evening.

"Basically, reliable infrastructure is what our team wants from Mercedes-Benz," Troy Smith Technical Services Manager added. "The Vito provides us with an excellent platform for carrying broadcast equipment and a much larger pay load than we previously had. Another benefit we see is that our anticipated running costs should be lower than other models because of the weight limitations, and the fact that it is a diesel fuel engine".

As you can imagine, the technology used in television broadcasting is forever changing, which is something a live-link vehicle has to be able to accommodate.

"Channel Seven embraces the flexibility to grow, with constant changes in the technology we use," Troy said. "It is mandatory to update all aspects of our operations to stay at the cutting edge of broadcasting. Here, Mercedes-Benz Vans has provided us with a vehicle that allows for certain technological modifications when required."

# Love to Drive?

Testing one of the latest Vito's at your local dealership is one thing. Driving on a purpose-built test track is another. For the 3rd year in a row, we're pleased to announce that we're running the Mercedes-Benz Vans Drive Experience once again.

On offer is the chance to test our vans, under the supervision of our professional instructors of course. You will be taken through the key safety and dynamic aspects of our vehicles, including ESP and braking exercises, as well as handling, acceleration and cornering. In all, it's a unique opportunity to experience our models in real-world applications.

Be quick the final event for the year will be held at Melbourne Sandown Racecourse in mid October - events fill quickly and vacancies are strictly limited.

Contact your Mercedes-Benz Vans Dealership today for more information or to get your name on the attendance list for 2010.



# Mercedes-Benz Vans new Gold Coast home.

## Follow the star.

Grand Motors has a brand new Auto Haus. This state of the art facility is in a convenient and easily accessible location. There is increased customer parking, a beautiful air-conditioned showroom and customer lounge. There is also increased workshop capacity and facilities. For sales and service, or finance and insurance, drop in today and speak to our knowledgeable and experienced staff.

## Mercedes-Benz





# Now or Never?

50% Government Investment Allowance.\*

Life is all about timing, and your time is now. Take advantage of the Government Investment Allowance\* for small business and get the van you really want. The opportunity is here and may not be repeated. Ask yourself... is it now or never?

\*Talk to your tax advisor to see if your business is eligible.

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### Queensland

Aspley, Zupps Aspley	T (07) 3246 8000
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Fyshwick, Capital Star Motors	T (02) 6280 5500
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Welshpool, Diesel Motors	T (08) 9311 7400

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# Mercedes-Benz Vito.

Australia's first 5-Star\* Commercial Vehicle.

On the 18th August 2009, the Australasian New Car Assessment Program (ANCAP) announced that the Mercedes-Benz Vito is the first Australian 5-star\* rated light commercial vehicle.

The Mercedes-Benz Vito successfully passed all of the rigorous testing protocols set down by ANCAP, concluding with a side-impact 'pole' test conducted at Autoliv in Melbourne on 29 July 2009.

EuroNCAP conducted frontal-offset and side-offset testing with ANCAP conducting the pole crash test to deliver a 5-star rating.

This automotive safety milestone was announced at Melbourne's Alfred Hospital, the states leading trauma emergency centre, and demonstrates that the pioneering role played by Mercedes-Benz in vehicle safety is not exclusive to the passenger car range.

A vast array of safety innovations such as ADAPTIVE ESP® which incorporates ABS, ASR, BAS & EBD combined with airbags and impact crumple zones have saved thousands of lives in passenger cars and vans for decades.

The 5-star result demonstrates that commercial vehicles can and should be just as safe as passenger cars.

John Merritt, the executive director of Work-safe Victoria, also at the announcement, welcomed the Vito's top rating as a milestone in van safety. He predicts it will increase the pressure on employers and fleet owners to buy safer four and five star vans for their drivers.

Merritt says he is optimistic the majority of vans on the road will soon be four or five star models. "Our health and safety laws require employers to provide a safe workplace as far as reasonably practicable. The availability of a five star van shifts the perception of what is reasonably practicable."

For more information on vehicle safety ratings visit [www.howsafeisyourcar.com.au](http://www.howsafeisyourcar.com.au) or [www.ancap.com.au](http://www.ancap.com.au)

# Achieving a 5-Star result.

So, you've heard all the talk around star safety ratings, and ANCAP tell us to be wary of vehicles with less than 4 stars, but what does a star mean?

There are three types of tests that attribute to the star ratings; offset frontal, side impact and a pole test.

All test scores are added together to produce a combined score which in turn determines the star rating of between one to five stars. The higher the scores awarded, the better the star rating.

For a vehicle to be awarded the top-level 5-star result it must achieve a minimum combined score of 32.5 points from a maximum possible total of 37. Scoring is broken down, as follows.

Star Rating	Min Score in front offset test	Min score in side impact test	Seat belt reminder bonus points (max)	Pole test (max)	Min combined score (inc pole test & seatbelt reminders)
5	12.5/16	12.5/16	3	2	32.5
4	8.5/16	8.5/16	3	-	24.5
3	4.5/16	4.5/16	3	-	16.5
2	1.5/16	1.5/16	3	-	8.5
1	-	-	-	-	0.5

As can be seen in the table above, there can be a vast difference between each of the star ratings.

For a vehicle to achieve the top-level 5-star rating, it must also be fitted with curtain airbags and electronic stability control, a device pioneered by Mercedes-Benz more than 15 years ago. ADAPTIVE ESP® (Electronic Stability Programme), is an advanced safety feature fitted as standard equipment to every new Mercedes-Benz Van sold in Australia.

\*Rated 5-star when fitted with optional curtain airbags.



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