

# FASTLANE

////////// DETOURS, DIVERSIONS AND TRUEBLUESOLUTIONS FOR THE PLANET

## TRUEBLUESOLUTIONS

Mercedes-Benz is the world's first car brand to be awarded Environment Certificates based on the international standard ISO 14062, which allows environmental compatibility to be gauged objectively. The TÜV awarded the first certificate of this kind to the S-Class in 2005 and then to the C-Class sedan and estate in 2007 and also to the A-Class and B-Class in early 2008.



Naomi Watts

### STAR TURNS FOR BLUETEC

When actress Naomi Watts celebrated her 40th birthday recently, she unwrapped a sparkling new Mercedes-Benz ML320 BlueTEC, becoming one of a string of A-list stars to choose a planet-friendly BlueTec model, the world's cleanest and most advanced diesel engine.

Others include *Desperate Housewives* star Kyle McLaughlin, *Sex and the City* siren Kim Cattrall, Golden Globe winner Gary Oldman, and *Phantom of the Opera* star Emmy Rossum.

Pop diva Gwen Stefani has a BlueTec parked in her driveway, as does singer Josh Kelley (husband of *Grey's Anatomy* star Katherine Heigl).

Seven-time Grammy winning artist Alanis Morissette chose the fuel-efficient

Mercedes-Benz BlueTEC for the video of *Underneath* from her album *Flavors of Entanglement*. In the video, Alanis is sitting at a bus stop wearing a 'Save the Earth' t-shirt. When a Mercedes-Benz E320 BlueTEC passes by, Alanis salutes the driver in appreciation for their environmentally aware choice. "Making green choices on a local level is important in creating global change," says Alanis. "I'm glad that Mercedes-Benz has introduced a great option with BlueTEC."

BlueTEC models have also starred in some of the hottest television shows, including *90210*, *The Amazing Race*, *Starter Wife* and *The Tonight Show with Jay Leno*. For more on BlueTec, go to page 20.



Kim Cattrall



Josh Kelley



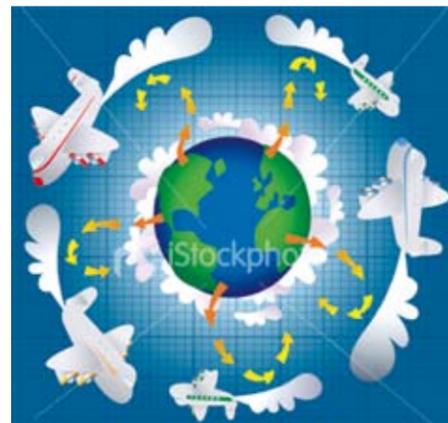
Alanis Morissette



The Black Coffee design team of Jacques van der Watt and Daniça Lepen beat 7 other nominees to win the 2009 Mercedes-Benz Award for fashion design. For more see page 60

## WHY IS THE SKY BLUE?

Light travels in a straight line so long as it doesn't bump into anything. As light moves through the atmosphere, most of the longer wavelengths pass straight through. However, when light hits gas molecules in the atmosphere, some of it is absorbed. Shorter (blue) wavelengths are more readily absorbed than longer (red) wavelengths. The absorbed blue light is then radiated in different directions, getting scattered all around the sky. (This is known as the Tyndall Effect or Rayleigh Scattering, after two men who studied it.) Whichever direction you look, some of this scattered blue light reaches us, and the sky looks blue.



## WHY WE LOVE THE GREENHOUSE EFFECT

The term is almost always used in the same doom-laden context as global warming and climate change, but the Greenhouse Effect actually keeps us alive. Without it, the Earth's average temperature would be around minus 18 degrees Celsius.

Here, according to eco-activist Al Gore, is how it works: Light from the sun passes through our thin layer of atmosphere and is absorbed by the Earth. Some of that energy is re-radiated from the Earth

back into space in the form of infrared rays, but some is trapped by the layer of atmosphere. "This is a good thing," says Gore, "as it keeps the temperature steady and liveable."

But, the layer of atmosphere is being thickened by all the pollutants and greenhouses gases we're pumping into the air. As it thickens, more of the outgoing infrared rays are trapped - and that's global warming.

Recycling just 1 aluminium can saves enough electricity to run a laptop computer for 4 hours. *Worldwatch Institute*

## HISTORY'S PARKING PLACE

The 'Madiba Merc', the S-Class given to Nelson Mandela just after his release from prison in 1990, now has a permanent new home at the Apartheid Museum in Johannesburg. The car was a bridge-builder - management at the East London plant agreed to provide the materials for free, while workers donated their labour, creating unity in a plant previously beset by strikes and protests. As the bright red car moved through the plant, workers at times carried it by hand, rather than move it by truck, in a true labour of love.

Apartheid Museum 011 309 4700, [www.apartheidmuseum.org](http://www.apartheidmuseum.org)



## Enlightened aliens

Ryan Matchett (right) turns aliens into art, salvaging the eroded root systems of alien trees, such as black wattle and blue gum, and turning them into unique and natural, custom designed driftwood furniture. "We clean the pieces and combine them with a range of modern materials, such as glass and steel, to create functional works of art," says Ryan. "We bring sustainable beauty into people's lives."

Enlightening Designs 076 094 4357, [www.ndesigns.co.za](http://www.ndesigns.co.za)



## BLUE OR GREEN ?

Unlike English, many languages do not make a distinction between blue and green, instead having cover term for both.

AZURE

ULTRA-MARINE

CERULEAN

COBALT

PERI-WINKLE

CYAN

NAVY

TURQUOISE

AQUA-MARINE

CORN-FLOWER

ELECTRIC TURQUOISE

DENIM

SKY

MIDNIGHT

POWDER

ROYAL

INDIGO

PEACOCK

ROBIN'S EGG

TOPAZ