



## Press release

# *smart celebrates world premiere of the smart Concept #1 at IAA MOBILITY 2021*

**The starting signal of a new era for the pioneer of electric urban mobility: with the smart Concept #1, the forerunner of the next smart generation celebrates its world premiere at the IAA MOBILITY 2021 in Munich. The fully electric SUV concept provides a preview of the first production model from the newly established smart Automobile Co. Ltd., which is a global joint venture of Mercedes-Benz AG and Geely Automobile Group Co. Ltd. At the same time, the smart Concept #1 shows how smart as a brand is developing into a global provider of connected, battery-electric premium compact vehicles for different customer groups. Starting with the SUV, smart will expand its portfolio to the promising small- and compact-car segment.**

As previously announced, the smart Concept #1 combines the iconic design typical of smart with compact exterior dimensions in a new vehicle concept that represents the brand's growing premium and high-tech aspirations. With a generously dimensioned interior, the future SUV addresses target groups such as young families who seek sustainable electric mobility as well as trendsetters of the urban avant-garde. Apart from the new design – including exceptional lighting features – the highlights of the concept are its spacious and comfortable interior as well as a high level of connectivity and vast array of advanced driver assistance features.

### **World premiere will be streamed live on September 5<sup>th</sup>**

The world premiere of the smart Concept #1 will take place on September 5<sup>th</sup> as part of the Mercedes-Benz Pre-Night and will be broadcast as a livestream on [media.mercedes-benz.com](https://media.mercedes-benz.com) starting at 7:15 pm CET.

At the IAA MOBILITY, the smart Concept #1 will be on display as of the first press day, September 6<sup>th</sup>, at the Mercedes-Benz stand in Hall B3, and from September 7<sup>th</sup> onwards at the Mercedes-Benz Open Space Experience Landscape in a prominent location on Odeonsplatz.

For further information about smart, please visit <https://media.smart.com/eu>.

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#### **Date**

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#### **smart Europe GmbH**

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Vorsitzender des Aufsichtsrates/Chairman of the Supervisory Board: Daniel Lescow

Geschäftsführer/Managing Directors: Dirk Adelmann, Martin Günther

smart Europe GmbH is a wholly owned subsidiary of smart Automobile Co., Ltd., which is a joint venture company in China established by and between Geely Automobile Group Co., Ltd and Mercedes-Benz AG.



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**About smart Europe GmbH**

smart Europe GmbH was founded in June 2020 as a wholly owned subsidiary of smart Automobile Co., Ltd. Based in Leinfelden-Echterdingen, near Stuttgart, smart Europe's international team is responsible for all sales, marketing and after-sales activities for the next generation of smart vehicles, products and services of the smart brand in the European market. With Dirk Adelmann as CEO and Martin Günther as CFO, the company is developing its full potential in Europe with a highly efficient and customer-oriented business model. smart Automobile Co, Ltd. was established as a global joint venture between Mercedes-Benz AG and Geely Automobile Group Co., Ltd. The aim is to position smart as a leading provider of intelligent electric vehicles in the premium segment. The first SUV model will be presented in 2022.

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