



## Press Release

# smart unveils the all-new #3: The iconic brand's first ever sports utility coupé celebrates world premiere

- smart's first-ever sports utility coupé, the smart #3\*, celebrates its official world premiere in Shanghai.
- Sharing the same design philosophy as the smart #1, the Mercedes-Benz global design team have charged the all-new smart #3 with a premium and sporty look - both inside and out.
- The exterior silhouette of the all-new smart #3 creates a vibrant and elegant body, while the spacious interior architecture offers a futuristic and premium yet sporty experience.

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**17 April 2023, Leinfelden-Echterdingen, Germany:** smart has officially launched its first-ever sports utility coupé, the smart #3, at an exclusive brand event during the Auto Shanghai. The design of the smart #3 represents an even sportier interpretation of the design philosophy created exclusively by Mercedes-Benz global design team while keeping state-of-the-art connectivity as the guiding principle. With the launch of the smart #3, smart remains true to its original pioneering vision of exploring the best solutions for future urban mobility.

### **Dirk Adelman, CEO smart Europe:**

"We are proud to finally present our first ever sports utility coupé, the all-new smart #3 to the world. As an all-electric pioneer smart is committed to uncompromising quality of experience and interactions. Our goal has always been to address the multifaceted and changing needs for mobility. Therefore, smart will keep on expanding its product family to offer a variety of cars that optimally suit different customer groups and lifestyles."

### **Premium design inside and out**

The design of the smart #3 is defined by seamless, smooth lines and athletic curves, aimed at enhancing its aerodynamic performance. The body is further accentuated with numerous detailing. At the front, slimmed down CyberSparks LED headlights are paired with

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\*The vehicle is in the EU homologation procedure, which is expected to be completed in August 2023. smart will publish the official values through its usual channels as soon as the homologation process is finalized. Shown vehicle may contain optional equipment and features which might eventually not be applicable to all markets. Further information on the official fuel consumption and the official specific CO2 emissions of new passenger cars can be found in the "Guide to Fuel Consumption, CO2 Emissions and Electricity Consumption of New Passenger Cars" which is available free of charge at all sales outlets, from Deutsche Automobile Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern Scharnhausen, Germany, and at [www.dat.de](http://www.dat.de).

#### **smart Europe GmbH**

Esslinger Straße 7, 70771 Leinfelden-Echterdingen | Sitz und Registergericht/Domicile and Court of Registry: Stuttgart | HRB-Nr./Commercial Register Number: 77 4212

Vorsitzende des Aufsichtsrates/Chairwoman of the Supervisory Board: Mandy Zhang

Geschäftsführer/Managing Directors: Dirk Adelman, 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 Zhejiang Geely Holding Co., Ltd and Mercedes-Benz AG.



a distinctive “shark nose” and A-shape wide grill. On the sides, the prominent two-tone roof meets with the signature line that resembles a tensed bow, creating a smooth, elegant sporty fastback silhouette. The spoiler, C-pillar and the rear fender combined with the bumper create a modern curvature and taillights with pixelated elements support the premium feeling.

In the interior, the cockpit takes up the sporty energy with circular shapes evocative of turbine intakes, embedding voluminous elements throughout a calm and stylish architecture. The sculpted dashboard flows seamlessly into a high console, housing the central cockpit, a 12.8-inch elevated central screen.

The combination of natural light from the halo roof and artificial illumination from multi-coloured ambient lighting further enhances the airy interior atmosphere. Thanks to a longer wheelbase the smart #3 offers an even more spacious interior. Integrated headrests additionally increase the driving comfort and underline the sporty interior design concept. Meanwhile, the infotainment system, equipped with a 13-speaker Beats® Soundsystem, complements the avant-garde smart #3 cabin experience.

Furthermore, the smart #3 will come in new and exciting colours, including a vibrant Photon Orange Metallic and a futuristic Electric Blue Matte exterior as well as a new Vibrant Brown interior variant.

The smart #3 will be presented to the European audience at IAA in September 2023, before launching in the respective European markets early next year. Further details on the new smart #3 for the European market will be released at a later stage.

#### **About smart:**

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 brand in the European market. With Dirk Adelman 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 Co., Ltd. smart is positioning itself as a leading provider of intelligent electric vehicles in the premium segment.

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