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Press Release

The most versatile smart of all time: the smart Concept #5¹

- The smart Concept #5 is smart's most spacious and versatile vehicle to date, marking the all-electric brand's entry into the premium mid-size SUV segment
- With this concept vehicle, smart's interpretation of mobility goes beyond urban boundaries and reflects customers' demands for an active and open-minded lifestyle
- The smart Concept #5 will celebrate its world premiere at the Beijing International Automotive Exhibition on April 25, 2024

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April 23, 2024, Leinfelden-Echterdingen, Germany. With the smart Concept #5, the brand introduces a mid-size SUV concept and its most spacious and versatile vehicle to date. smart combines an outdoor-inspired design with the functionality and approachability characteristic of their vehicles, using features such as all-wheel drive and off-road tires as well as state-of-the-art technology. This extraordinary vehicle concept goes beyond urban boundaries and represents a consistent and decisive evolutionary step for the premium brand, embodying a unique design philosophy.

Unexpected capabilities for all kind of adventures

The design of the smart Concept #5 combines the distinctive modernity of smart with the attitude of open mindedness to offer new perspectives and possibilities. Advanced technology, outdoor-oriented features and unparalleled comfort make the smart Concept #5 the perfect companion for all kinds of adventures and activities, even beyond paved roads. The competitive ADAS solution supports navigation by using the smart Pilot both on the highway and in urban environments, providing safety and comfort in all driving situations. The vehicle features a drive system with 800-volt technology and a battery with a nominal capacity of 100+ kWh. This allows for super-fast charging, with the ability to regain up to 70% State of Charge (10-80%) in just 15 minutes. The versatile mid-size SUV concept offers an all-electric range of more than 550 kilometers[†]. Five driving modes ensure effortless maneuvering in different road conditions.

¹ Concept car, not available for sale.

[†] Based on WLTP cycle.



Dirk Adelman, CEO of smart Europe GmbH:

“For more than a quarter of a century, smart has made a significant impact by pioneering models and mobility solutions for the urban space and beyond. The smart Concept #5 is the most unexpected and versatile car that our brand has ever created. With this vehicle, we leave all boundaries behind and open up a new segment for customers in Europe and worldwide.”

Characteristic appearance

The exterior underlines the adventurous character of the smart Concept #5 with its overall robust and self-confident appearance as well as unique technology and design features. With its boxy, upright silhouette and distinctive structure on the roof, the look of the smart Concept #5 is both a commitment to performance and a practical statement of style.

The protective front and rear skid plate with a hidden integrated winch and folding rear step for roof access, in combination with an illuminating roof light bar, enhance the vehicle's adventurous spirit. Adding to its unique character, light animations offer a playful yet sophisticated touch, infusing the vehicle with a lively personality. To the same extent, the mid-size SUV concept impresses with an efficient footprint in terms of vehicle size, as the overhangs at both the front and rear are exceptionally short.

Maximized comfort and convenience

As is typical for smart, the Concept #5 captivates with a maximum of space and ambient comfort for all passengers. The iconic use of horizontally aligned elements and conveniently arranged interfaces for control of all functionalities creates a clear, organized feel for the entire interior and ensures a pleasant user experience. At the heart of the technologically advanced cabin is a wide console with a new human-machine-interface design layout and two embedded screens in OLED technology. Powered by the high-performance AMD V2000 chip, these screens provide optimal access to the vehicle's numerous functions. Ambient lighting and features, such as a portable speaker which is integrated into the center console, add to the charm. The zero-gravity front passenger seat offers an innovative combination of comfort and safety. The seat features new airbag solutions, providing high safety in the event of a collision. Beyond safety, the seat integrates comfort features like heating, ventilation, massage functions and a leg rest.

A visionary vehicle

The smart Concept #5 presents an outlook on the potential of integrating the latest generation of Artificial Intelligence (AI) in a vehicle. The key feature will be a state-of-the-art tool by the generative AI specialists at Cerence. This integration enables the driver and passengers to engage the virtual in-car assistant in entertaining conversations. It uses intelligent in-vehicle interaction technologies powered by AI to provide accurate and relevant answers to almost any question imaginable. Drivers are able to control key functions with their voice alone, including phone calls and messages, music and media, air condition, navigation, personal settings and vehicle control, as well as information such as weather, news, calendar, general knowledge and more.

smart Europe GmbH

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On April 25, the smart Concept #5 celebrates its world premiere at the Beijing International Automotive Exhibition. The presentation of the series production model of the third vehicle in the smart product portfolio is planned for the second half of 2024.

About smart:

smart Europe GmbH is a wholly-owned subsidiary of smart mobility International Pte. Ltd. and was founded in June 2020 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. The international smart joint venture was established between Mercedes-Benz AG and Geely Automobile Co., Ltd. smart positions itself as a leading provider of intelligent electric vehicles in the premium segment.