



## Press Release

# “ALWAYS UNCONVENTIONAL” – smart Celebrates 25th Brand Anniversary with a Limited Edition Coffee Table Book

- Published on the occasion of the smart’s 25th brand anniversary, the coffee table book “ALWAYS UNCONVENTIONAL” recalls smart’s milestone moments and inspires with visionary people and untold stories.
- Among the highlights of the 272-page collector’s item are six artworks created exclusively for smart by renowned graphic designer Stefan Sagmeister.
- The coffee table book was unveiled on September 3.

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**04.09.2023, Leinfelden-Echterdingen, Germany.** For the past 25 years, smart has been known for challenging the status quo. Continuously finding innovative solutions to mobility challenges before they become mainstream, the brand has been driving the spirit of the unconventional since the production of the first fortwo model in 1998. A spirit that is now being captured on paper through the release of a limited edition coffee table book entitled "ALWAYS UNCONVENTIONAL."

### Collector’s Item Immerses Readers Into the World of smart

The coffee table book recalls smart’s milestone moments and inspires with visionary people and untold stories. Just like flashes of inspiration in real life, the book’s contents don’t follow any particular order. The thoughtfully curated collection of interesting ways of thinking, unusual actions and creative thinkers may have a lot, little or sometimes nothing at all to do with smart – while sharing a pioneering mindset as the unifying element.

*“With the release of the ‘ALWAYS UNCONVENTIONAL’ coffee table book, we want to invite everyone to step into the world of smart,” says Dirk Adelman, CEO smart Europe. “We believe that sustainable mobility should be fun, which is also reflected in the unique structure, the diverse captivating articles and the colorful visuals of the book. Just as we do for everything else, we challenged ourselves to think outside the box and approach the project differently. Because being unconventional is much more than a marketing concept; it’s the heart of our brand.”*

### Visionary Personalities of the Past, the Present and Tomorrow

The book features numerous well-known personalities who were associated with smart in the past – such as former Daimler CEO Dieter Zetsche, who was one of the first smart #1 customers in Europe or superstar Robbie Williams, who was one of smart’s brand

#### 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.



ambassadors and an avowed fan and owner of the smart crossblade. Moreover, smart gives the stage to up and coming creatives like Jade McSorely, Ólafur Arnalds or Sita Abellán.

Another highlight of the coffee table book is the collaboration with internationally renowned graphic designer Stefan Sagmeister, who has created six artworks under the theme “Now Is Better” exclusively for smart. The artworks, which transmit future-optimism as the binding element between the artist and smart, are featured in the book alongside an inspirational interview. In the conversation, Sagmeister describes people’s often unjustified negative perception on life and his way of dealing with this as a relentless optimist.

### **Time Travel Through 25 Years of smart Cars**

Whether readers’ preferences lean towards the timeless and iconic style of the smart fortwo, the roadster and the forfour, the state-of-the-art technology showcased in the new generation of smart vehicles, or the exhilarating power offered by the high-performance BRABUS models, the book will surely cover all desires for smart automotive excellence. When flipping through “Always unconventional”, readers fast forward 25 years of smart products with groundbreaking designs, clever features and forward-thinking electric mobility concepts.

### **“ALWAYS UNCONVENTIONAL” unveiled on September 3**

The coffee table book was unveiled on September 3, 2023 during an exclusive smart event prior to the IAA in Munich and will be presented to the general public at the smart booth at the IAA Open Space (September 5 through 10). The 272-page collector’s item will soon be available for €49. The edition is limited to 1,400 copies. More information will follow soon.

### **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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