



## smart expands #1 line choices: the attractive entry-line Pro starts at € 37,490 in Germany

- **The new addition to the family – the smart #1 Pro – is a particularly affordable line with a smaller battery (49 kWh) and a premium design tailored for urban mobility.**
- **The first European markets will launch the newcomer as early as mid-fall 2023.**

With the smart #1 Pro, smart adds an attractive entry-level line to its product portfolio, bringing the total number of variants to six. The new addition increases the diversity of smart's range in order to offer the perfect everyday companion for individual mobility needs. The Pro will be launched in the first European markets as early as mid-fall 2023: Following its premiere in Germany, France, Spain, Italy and Switzerland, it will gradually be launched in the other European smart markets by spring 2024.

What sets the smart #1 Pro apart is its battery, which at 49 kWh is slightly smaller in comparison to the #1 Pro+. The newcomer will cost around € 5,000 less than the other #1 lines and therefore attract a new customer segment.

*"We are more than happy to be able to live up to the expectations of urban drivers, who focus more on practical things like a good body to space ratio, and for whom a range of around 300 Kilometers is absolutely sufficient. The #1 Pro is a car for environmentally conscious city dwellers and commuters who can't do without the premium quality and all-electric approach of the #1,"* says Dirk Adelman, CEO of smart Europe. *"At smart, the needs of users are always at the center of our considerations. The Pro line comes with a package that caters for all the requirements of contemporary drivers, and at a great value for money ratio."*

### **Everyday hero in urban spaces: smart #1 Pro**

Just like the other lines in the portfolio, the Pro is geared to the standards of the premium class. It offers an all-electric premium driving experience with its peak power at 200 kW.

The Pro features the typical #1 design. The panoramic halo roof, high-quality man-made leather seats, concealed door handles and atmospheric ambient lighting with 64 adjustable colors make it an elegant urban companion. Under the beautifully designed shell is a somewhat smaller lithium iron phosphate (LFP) battery with 49 kWh. With this, the #1 Pro

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#### **smart Europe GmbH**

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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.



can comfortably reach up to 310 Kilometers (WLTP)\*. It is quickly charged and ready for use, in optimal conditions in under 30 minutes with the 130 kW DC charging power. Maximum comfort is provided by the automatic 2-zone climate control and electric heated seats for both the driver and front passenger. On the outside, the 19-inch alloy rims and CyberSparks LED headlights catch the eye.

The Pro joins the #1 product portfolio at an entry level, followed by the Pro+, Premium, Pulse, BRABUS and the special Launch Edition.

#### **Available in selected European markets as early as mid-fall**

The smart #1 Pro will soon be available: By mid-fall 2023, it can be ordered online or from the nearest smart agent in selected European markets. Pricing starts at € 37.490 in Germany. Learn more at [media.smart.eu](https://media.smart.eu).

#### **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 by Mercedes-Benz AG and Geely Automobile Co., Ltd. smart positions itself as a leading provider of intelligent electric vehicles in the premium segment.

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\* Combined electricity consumption in kWh/100 km: --- (NEDC) / 18,1 (Pro) (WLTP); Combined CO2 emissions in g/km: 0 ; Electric range (WLTP) in km: 310 (Pro). 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 Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern Scharnhausen, Germany, and at <https://www.dat.de/co2/>.

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