



Press Release

Design Details of the All-New smart #3 Officially Unveiled

- smart has unveiled the preliminary design details and official name of its first-ever sports utility coupé: the all-new smart #3. It will be the second model to launch following the renewal of the smart brand.
- The new smart #3 is an all-electric SUV coupé with a sporty and avant-garde design.
- Sharing the same design philosophy as the smart #1, the Mercedes-Benz global design team has created an even sportier interpretation of “sensual producty”.
- Crafted with a passionate muscular body, shaped by organically connected lines and athletic curves, the smart #3 is defined by vibrant yet elegant energy, and will premiere at Auto Shanghai 2023 on 18 April.

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27 March 2023, Leinfelden-Echterdingen, Germany. The intelligent, all-electric, premium car brand smart, has released preliminary design details and the official name of the second model launching since the brand’s renewal. The new smart #3 is an all-electric SUV coupé with an outstanding sporty and avant-garde design.

Mercedes-Benz Global team’s sporty re-interpretation of a “sensual producty”

Like the smart #1, the interior and exterior design of the smart #3 is a creation of the Mercedes-Benz global design team. Representing a sporty and dynamic interpretation of a “sensual producty”, the truly original exterior of the smart #3 is defined by smooth lines and athletic curves. The result is an emotionally iconic car that is defined by vibrant energy.

"This muscular, yet elegantly sensual and perfectly balanced attraction of opposites makes the design an important milestone in the evolution of smart’s premiumness’ core value," said **Gorden Wagoner, Chief Design Officer of Mercedes-Benz AG**. "The design of the #3 is emotionally confident, attracting and even thrilling the viewer."

Ready to excite from inside and out

The design is further accentuated by numerous details. At the front, slimmed down LED headlights are paired with a strong “shark nose” and an A-shaped wide grill. On the sides, the prominent roof meets with the smooth, continuous e-line that connects the A-pillar and C-pillar, creating an elegant and sporty fastback silhouette. The large size of the wheels adds a powerful element, while scooped cooling ducts leave no question as to performance intent.

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 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 Zhejiang Geely Holding Co., Ltd and Mercedes-Benz AG.



Dirk Adelman, CEO smart Europe, said:

“After launching the smart #1, we are excited to present the second model since our rebranding: The smart #3. It will be unveiled at Auto Shanghai and the car will be a vital element of our product portfolio that enables us to further shape urban mobility.”

From the rear, sketches show the smart #3 with a confident curvature created by the prominent spoiler, C-pillar, and strong rear fender and bumper. The look combines athletic appearance with elements of premium, progressively modern features, such as taillights with pixelated elements.

The smart #3 complements the new product range after the smart #1 which already had its market launch in the first European market with more to follow soon. 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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