



Press Release

New smart #1 named one of UK's safest cars at 2023 What Car? Awards

- smart #1 achieves top-two result in prestigious awards, finishing at the forefront of a highly competitive field and ahead of similarly sized competition
- All-new, fully electric compact SUV builds on its top-class five-star Euro NCAP safety rating, highly commended for achieving higher scores than many larger models
- #1 also achieved one of the highest Adult Occupant protection scores of 2022, with 96%
- Intelligent safety features, including full suite of advanced driver aids, also help avoid a collision before it occurs

Milton Keynes, UK, 20 January 2023 – The all-new #1 compact SUV from premium electric automotive and technology brand smart has been honoured in the prestigious What Car? Safety Award, reinforcing its exceptional safety credentials and comprehensive customer offering.

The #1 placed second out of all models considered, receiving plaudits at the forefront of a highly competitive field. Meticulously assessed by an esteemed panel of judges from highly respected publication What Car?, leading automotive research centre Thatcham Research, and the European New Car Assessment Programme (Euro NCAP), the #1 was praised for its stand-out results in the rigorous Euro NCAP tests – offering top-class protection in a compact, high quality package, and scoring higher than many larger models in the running for the award.

Subjected to the most comprehensive testing regime in Euro NCAP's 27-year history, the #1 achieved the top five-star rating and high scores in each of the five major categories. This includes one of 2022's strongest results in Adult Occupant protection with an exceptional 96% rating, as well as an 89% score for Child Occupant protection – higher than the What Car? Safety Award winner.

Recognising automotive excellence since 1978, the What Car? Awards are some of the UK motoring industry's most coveted accolades, leveraging What Car?'s reputation for offering highly trusted, independent and expert insight in its rigorous car assessments.

Steve Huntingford, Editor of What Car?, said: "The smart #1 demonstrates that it's possible to make an affordable small electric car that is also safer than many larger models. This is a significant achievement; small cars have to work harder than larger ones to get top safety scores, because they're lighter and there's less metal to absorb an impact. And the #1 also does well in Euro NCAP's Safety Assist tests, with an 88% score, meaning it reduces the chances of you being involved in a collision in the first place."

David Browne, CEO smart UK, said: "Ever since the brand's inception, smart has placed safety innovation at the forefront of its product development. With the #1, we have taken that heritage to new heights, combining advanced engineering with state-of-the-art technologies to bring safety

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Date

20.01.2023

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to the core of the driving experience. Following the achievement of a five-star Euro NCAP safety rating, this strong result in the What Car? Safety Award is yet another endorsement of the smart #1's quality, and we look forward to customers experiencing the model for themselves."

The smart #1 is designed from the ground up as the ideal urban mobility companion, comprehensively equipped to seamlessly adapt to users' needs. This philosophy extends to the plethora of safety features available for the model, including the smart Pilot Assist Package – which features automatic Front Collision Mitigation and Lane Keeping Assist technology for intelligent driving support. Drivers are further supported with features including Automatic Emergency Braking with Vehicle, Pedestrian and Cyclist Detection; Door Open Warning System; and Emergency Manoeuvre Assist.

This high standard of safety is also imbued in the #1's architecture, with 74% utilisation of high-strength steel and 19% press-hardened steel creating a rigid platform for exceptional impact protection and passenger safety.

Further information on the smart #1 can be found [here](#), while customers can register their interest through the Reserve My Seat facility [here](#).

The smart #1 will be available to pre-order in the UK from April, with deliveries commencing in quarter 3.

Notes to Editors

High-resolution imagery of the smart #1 can be downloaded [here](#).

About smart Europe

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.