



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 the brand's visual identity.
- Crafted with a dynamic stance, shaped by organically connected lines and athletic curves, the smart #3 fuses vibrancy with elegance, and will premiere at Auto Shanghai 2023 on 18 April.
- High-resolution images of the design of the smart #3 are available [here](#).

Milton Keynes, UK, 27 March 2023. The intelligent, all-electric, premium car brand smart has released preliminary design details and the official name of the second model set to launch 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 progressive design

Like the smart #1, the interior and exterior design of the smart #3 is a creation of the Mercedes-Benz global design team. Blending sportiness and dynamism with elegance and beauty, the truly original exterior of the smart #3 is defined by athletic curves and smooth, seamless lines. The result is an emotionally charged design that is defined by vibrancy and 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 Wagener, 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 a range of stand-out details. At the front, slimmed down LED headlights are paired with a strong "shark nose" and an A-shaped wide grille. On the sides, the prominent two-tone roof meets with the smooth, continuous e-line that connects

smart Europe GmbH

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Geschäftsführer/Managing Directors: Dirk Adelman, Martin Günther

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the A-pillar and C-pillar, creating an elegant and sporty fastback silhouette. The large, eye-catching alloy wheels add a powerful element, while scooped cooling ducts leave no question as to performance intent.

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 tail lights with pixelated elements.

The smart #3 extends the new product range established by the smart #1, which has made its European market debut and is set to arrive in the UK in summer this year. Further details on the new smart #3 for the European market will be released at a later stage.

Notes to Editors:

High-resolution images of the design of the smart #3 are available [here](#).

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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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