



Press Release

Extension of smart #1 Model Range with Pure and Pure+ Lines

- **With the new Pure and Pure+ lines, two new variants of the smart #1 will extend the attractive product portfolio**
- **The European market introduction is planned gradually from late spring to early summer 2024**
- **Both offerings impress with smart's typical high standards regarding equipment, safety and comfort at an attractive price point**

Contact

Theresa Koch

Region

smart Europe

E-mail

eu.communications@smart.com

Date

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May 21, 2024, Leinfelden-Echterdingen, Germany. smart is expanding its product portfolio with two more lines of the all-electric smart #1, offering premium comfort, advanced technology, and exceptional safety at a competitive price point.

The smart #1 Pure marks the new entry to the all-electric product portfolio, while the smart #1 Pure+ offers slightly more capable energy storage. Both lines are equipped with essential functionalities and features to serve as great companions for everyday mobility in urban environments and beyond. The new variants of the smart #1 offer a rich digital user experience, including a 12.8-inch central screen and different connectivity packages.

With characteristic features such as a lighter, solid roof without a glass panel, the smart #1 Pure and Pure+ retain the high standards in interior materials and finishing, agility and driving performance, as well as assistance systems and connectivity features, that are typical for smart. The introduction to European markets is planned in a cascade from late spring to early summer this year.

Dirk Adelmann, CEO of smart Europe GmbH:

"At smart, we have set ourselves the goal of developing products for different lifestyles. This involves premium technology and design, but our European customers are also very price-conscious: with the smart #1 Pure and Pure+, we want to offer an affordable entry into electromobility while maintaining our high product standards in terms of equipment, safety, and comfort."

In addition to the extension of the product portfolio, the smart #1 vehicles will also be equipped with the smart charge@street package including a Radio Frequency

smart Europe GmbH

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Vorsitzende des Aufsichtsrates/Chair of the Supervisory Board: Mandy Zhang
Geschäftsführer/Managing Directors: Dirk Adelmann, Martin Günther
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Identification (RFID) card as well as Apple CarPlay® and Android Auto* (wired and wireless) as standard in all lines.

The smart #1 Pure and Pure+ extend the smart #1 portfolio to a total of seven variants. With its own unique character, each smart #1 line appeals to a particularly broad spectrum of customers with different needs. The smart #1 Pro combines premium and extensive equipment that meets all the requirements of modern drivers. The smart #1 Pro+ is designed for more comfort and functionality with a range of assistance and safety functions. The smart #1 Premium offers additional features and equipment for an elegant everyday driving experience: duo leather seats, Full HD screens and ambient lighting enrich the interior appearance. The twin-motor all-wheel drive in the smart #1 Pulse ensures high performance in any driving situation with a range of up to 400 kilometers on one charge. The smart #1 BRABUS is designed for maximum power and sportiness, combined with exclusivity and individuality. Its own BRABUS driving mode gives the vehicle a special character, which is underlined by a sporty body design and premium materials.

About smart:

smart Europe GmbH is a wholly-owned subsidiary of smart mobility International Pte. Ltd. and was founded in June 2020 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. The international smart joint venture was established between 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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