



Press Release

iF Design and Red Dot: smart #3 Wins Prestigious Design Awards

- **smart #3 impresses international juries of the iF Design and Red Dot Awards with outstanding design**
- **The smart #3 wins multiple awards in the "Product" category, confirming smart's commitment to exceptional design**
- **The smart #3 combines thoughtful and characteristic design with ergonomic and high-quality appeal**

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April 30, 2024, Leinfelden-Echterdingen, Germany. At this year's presentations of the iF Design Award 2024 and the Red Dot Award 2024*, smart impressed the top-class juries. The brand received two internationally renowned awards in the "Product" category with its all-electric smart #3. With these awards, smart has once again been recognized by an independent, international expert jury for its outstanding design approach.

The iF Design Award jury evaluated all entries on the basis of five criteria, which were developed together with a team of international design experts: first, the idea with regard to relevance and practicality; second, the form and its execution, aesthetics and emotional appeal; third, function with regard to ease of use, efficiency and user benefit; fourth, the differentiation in terms of innovation and brand differentiation; and fifth, the impact, social benefit, and sustainability of the design.

The Red Dot Award: Product Design honors products that impress with their exceptionally high design quality. The award is based on the decision of the international Red Dot jury. The experts evaluate the submissions based on the four basic principles of good design: the quality of function, the quality of seduction, the quality of use and the quality of responsibility. The smart #3 particularly impressed the jury with its sporty appearance thanks to its steeply sloping roofline and dynamic design language, as well as the calm atmosphere in the interior.

Dirk Adelman, CEO of smart Europe:

*Details on the design awards at <https://ifdesign.com/de/winner-ranking/project/smart-3propulsepremiumbrabus/641576>
<https://www.red-dot.org/de/pd>



"We are honored to receive both the iF Design and Red Dot Awards for the smart #3. It's a great recognition for our dedicated global design team at Mercedes-Benz and the whole smart team with its commitment to create appealing electric vehicles. With great sensitivity, the designers combined sportiness and elegance to create a vehicle that delivers tangible quality and provides an exciting driving experience."

Sporty design features and aerodynamic enhancements

The exterior of the smart #3 convinces with a powerful shark nose, framed by sleek LED headlights and an A-shaped grille to highlight the wide stance. The large, bold wheel designs, with rims from 19 inch for the Pro, Pro+, and Premium to 20 inch on the BRABUS version, enhance the sporty appearance of the Sports Utility Coupé (SUC). The coupé shape of the vehicle combined with a lowered body, Active Air Intake Grille (AGS), front air curtains, front wheel arches, rear diffuser, and a dynamic rear spoiler reduces air resistance and enhances agility. This results in a range of up to 455 kilometers (WLTP) and a low drag coefficient of 0.27 Cd. Characteristic details such as a tailgate button integrated into the letter "a" of the smart logo at the rear of the vehicle or signature features like the 1.6 m² Panoramic Halo Roof that opens to a wide view round off the remarkable design of all smart #3 lines.

Kai Sieber, Head of Design smart at Mercedes-Benz AG:

"The smart #3 is as sporty and emotional in its segment as it gets. And that without compromising space and functionality. It's big fun and guarantees goose bumps."

Premium comfort and style

The interior of the smart #3 features ergonomic shapes and high-quality materials. Thoughtful and characteristic color combinations ensure that customers can choose the combination that is right for them. The front seats with integrated headrests and lower seating positions enhance the energetic feel of the ride and provide a high level of comfort and lateral support. An exquisitely crafted steering wheel and a center armrest in the rear contribute to a comfortable driving experience. A large central 12.8-inch screen, air vents in a sporty turbine design, and rivet design elements with the smart logo on the seats round off the premium look and feel.

Xuan-Zheng Goh, Head of Product Management at smart Europe:

"We are very proud of receiving these two awards from independent design expert committees. They not only recognize the great work of our talented design team, but also everyone who helped make this design a reality. The smart #3 is the dynamic sibling of our distinctive and comfortable smart #1, which also received these prestigious awards in 2023. This is a sign of how the new smart has captured the imaginations of design experts and customers around the world."

The smart #3 is now available in 11 European markets. Further information and current picture material can be found on our website media.smart.com.



About the iF Design Award:

Since 1954, the iF DESIGN AWARD has been a globally recognized trademark when it comes to design excellence. Every year, more than 10,000 products and projects from over 70 countries are entered into the competition. The iF Design brand is internationally established as a symbol of outstanding design achievements. The iF DESIGN AWARD is one of the most important design prizes in the world. It honors design achievements in all disciplines: product, packaging, communication and service design, architecture and interior design as well as user interface (UI), user experience (UX) and professional concepts. The competition is organized annually by iF International Forum Design GmbH in Hanover.

About the Red Dot Design Award:

The Red Dot Design Award is one of the most prestigious design competitions in the world. The competition is divided into three disciplines in order to be able to properly assess the diversity in the field of design: Product Design, Brand and Communication Design and Design Concept.

The Red Dot Design Award looks back on almost 70 years of history: in 1955, a jury came together for the first time to assess the best designs of the time. In the 1990s, Red Dot CEO Professor Dr Peter Zec developed the name and brand of the award. Since then, the coveted "Red Dot" distinction has been the internationally recognized seal of outstanding design quality. The award winners are presented in the yearbooks, museums and online. The Red Dot Award Ceremony will take place on 24th June 2024. date here: Month Day, Year], Leinfelden–Echterdingen, Germany.

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.