



Press Release

smart encourages European community: "Never silent. Use your vote!"

- **smart Europe joins "We stand for values", an alliance of more than 30 well-known companies, to express its holistic and firm commitment to social values**
- **As a multinational company, smart fosters a culture of open minds and diverse perspectives**
- **From June 6 to 9, the European elections will take place, to which smart issues the plea: "Never silent. Use your vote!"**

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May 29, 2024, Leinfelden-Echterdingen, Germany. True to its values, smart is actively encouraging society to shape the future of Europe. By joining the "We stand for values" alliance, the company is taking another important step in making sustainable and positive contributions to social and cultural coexistence. With the "Never silent. Use your vote!" plea, the all-electric brand encourages its employees as well as all European citizens to actively shape democracy by participating and voting in the European elections from June 6 to 9, 2024. For the multinational company, which has a presence and direct customer relationships in several European countries, this is a very important matter and one on which it is taking a visible stand.

Together we stand for values

As part of "[We stand for values](#)", the brand is further extending its commitment to social values. Through numerous activities, the alliance highlights the importance of strong European unity for freedom and economic future in a challenging environment. Its members share values that enable peaceful coexistence and stress diversity and intercultural cooperation as prerequisites for innovation and economic success.

smart for a united Europe

In the European elections, the new European Parliament will be elected, and the future of the European Union will be decided together. With the "Never silent. Use your vote!" plea, smart encourages people to vote and thus emphasizes the importance of the European elections. The plea is visualized on a blue smart #1 vehicle together with the characteristic twelve yellow stars of the EU flag. With this call to action, orchestrated on several communication channels, the brand positions itself visibly, acknowledging its responsibility as a company with European roots and a European future. The company intends to continue its commitment to tolerance, openness and equality with further activities following the European elections.

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/Chair of the Supervisory Board: Mandy Zhang
Geschäftsführer/Managing Directors: Dirk Adelman, Martin Günther
smart Europe GmbH is a wholly-owned subsidiary of smart mobility International Pte. Ltd.



Dirk Adelman, CEO of smart Europe GmbH:

“As a European brand, it is our responsibility at smart to take a firm stance and consistently stand up for our values. We have always pursued a human, open, and unconventional approach. The reaffirmation of our brand claim “open your mind” illustrates our openness to new perspectives and opportunities. In an increasingly complex and interconnected world, it is all the more important to maintain an effective and united Europe so we can tackle global challenges together. That is why we are calling on everyone to go to the polls: Never be silent, use your vote!”

A European brand

smart originates from the heart of Europe and, with openness, diversity, and tolerance, takes unconventional approaches. As part of the company’s “China-Europe Dual-Home” strategy, its presence expands to 23 countries and regions worldwide to date, making it even more culturally diverse. With the renewal of the brand claim “open your mind,” smart is reaffirming its attitude. With a strong belief in the power of multinational collaboration and creative inspiration, smart supports diversity in thoughts, cultures, and beliefs – resulting in unique vehicles and new mobility solutions for environments in urban areas and beyond. smart has never been silent in fostering a strong community and upholding European values, and it never will be.

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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