smart at the 2019 Geneva Motor Show

Digital, dynamic, all–electric

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smart — A Daimler brand

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Stuttgart/Geneva. Expressive and dynamic: with the smart forease+ the brand is focussing on its design at the 2019 Geneva Motor Show. Sportier, bolder and more cutting-edge. At the same time, smart is also highlighting its standing as a pioneer of comprehensive mobility services. Eight completely new digital services and a markedly broader scope of functions are designed to make city life easier for smart customers and facilitate the switch to electric mobility.

The forease+ is more than a show car - it encapsulates the brand's design: more dynamic, sportier, more cutting-edge. With its contrasting colours, expressively shaped body and flat window line, the forease+ displays its supreme agility even while stationary. Its low-lying fabric soft top extending far towards the rear underscores the car's dynamic appearance and provides for a visual highlight in "rough amber". The powerful EQ drive of the all-electric forease+ guarantees that the show car's driving dynamics live up to what its looks promise in every situation.

my smart: the new central digital resource

That reassuring feeling of having your eye on your smart at all times: Where did I park my car? Is the car really locked? "my smart" allows the driver to keep an eye on their car any time, anywhere, via smartphone. In addition to status checks such as vehicle location, mileage or battery level, the new dashboard also enables remote access to the central locking system — the smart can be locked and unlocked by app in under two seconds.

sharemate: finding smart drivers

The "sharemate" function of the "ready to share" service allows the customer to lend out their own smart in their neighbourhood and provides a simple means of linking up with suitable co-users via a platform. At "unser-smart.de" the customer can produce individual advertising materials to publicise their smart in the neighbourhood by means of staircase flyers or social media postings on Facebook, Twitter or WhatsApp. Potential users can then submit digital applications to become co-users. "Sharemate" allows the customer to actively enlarge their "sharing circle" as a means of keeping their smart in use and cutting vehicle costs while also offering a means of urban mobility to neighbours, friends and acquaintances who do not have a car of their own.

Further information about smart is available online: www.media.daimler.com, https://media.mercedes-benz.com and www.smart.com

smart forease+
#rooflove — the special feature on top

Stuttgart/Geneva. It is more than a roof, it is #rooflove. It is more than an add-on - it is form and function. The smart forease+, which will be presented at the 2019 Geneva Motor Show (7 to 17 March), is just as scaled back and dynamic as its predecessor — and is more than suited to all weather conditions in cities.

The smart forease+ is more than a show car, it is the embodiment of the smart brand itself: individual, dynamic, sustainable. The smart forease+ shares the straightforward, uncompromising solutions for urban mobility with its predecessor model, the boldly open-top and minimalist smart forease which had its world première at the 2018 Paris Motor Show.

The smart forease+ logically develops the predecessor's minimalistic idea with additional form and function. Its flat fabric roof extending far towards the rear makes the show car a cosmopolitan character with classic speedster attributes. Drawn down deeply and only just about reaching over the two characteristic domes on the rear, the roof demonstrates what the designers call #rooflove: a completely new look.

The roof's construction demonstrates great attention to detail. A light yet firm fabric hard shell covered in a textile soft top fabric combines many benefits. It is light, yet robust and suitable for use all year round. The roof is designed to be removable and engages in two cut-outs on the rear which provide an apt reference to the model designation with the "+ push" lettering.

"As a stylish and well-thought-out idea, the smart forease+ shows the spirit of the brand: individual, scaled back and sustainable. The show car is also an impressive statement of coolness and urbanity typical of smart", states Katrin Adt, head of smart.

"The smart forease+ projects its technical and creative intelligence in one clear emotion: #rooflove", explains Gorden Wagener, Chief Design Officer Daimler AG. "The unconventional concept, the self-confidence and the dynamics: the smart forease+ is a statement for urbanity."

The lack of any form of side windows and the open rear in combination with the shortened windscreen ensures a pure driving experience.

Individual, dynamic, scaled back: The design idiom of the smart forease+

The designers have underscored the show car's high emotionality and the special driving feel with many additional features. Even when stationary, the show car demonstrates its agility with its long ducktail - the spoiler element reminiscent of a duck's tail - the expressively shaped shoulder line and the flat window section. The sun visor over the short windscreen additionally makes the sideline appear lower. Apart from its direct impact

on the car's design, it is also a homage to earlier show cars such as the smart forstars (2012) and the smart fourjoy (2013).

The front lamps are also no longer behind glass, unlike the earlier sources of inspiration. The front lamps in the smart forease+ have three active LED elements that give it an eye-catching light signature. The multi-dimensional design of the headlamp surrounds additionally underscores the sculptural impact of the lamps.

The show car's rear lamps provide a further visual and technical highlight. In the rhombic basic geometry familiar from the series production model, several LED light elements multiply the number of contours and thus provide for a particular feeling of depth beneath a high-quality glass cover. This gives rise to an ever-changing light graphic, depending on the viewer's perspective and position.

Meanwhile, a particular feeling of width emanates from the smart forease+ rims. The aerodynamically designed rims ensure that the smart hugs the road. The clear, electric look of the wheels signals a firm commitment to the brand's electric future.

Self-assured, sustainable, grown-up: the future of smart

The design of the smart forease+ is less playful, and more scaled back and clear. The technical look formed by the body in matt soft coal for particular emphasis on the clear surfaces and the contrasting roof in rough amber are carried through to the interior. Less colour but more extensive colourfulness characterise the overall concept of the smart forease+.

One such accent is the instrument panel which is also covered in rough amber coloured nappa leather. The edging of the loudspeakers in the same colour between the front seats and the illuminated seat belt outlets provide further contrasts and visual statements.

The selection of other materials in the interior ensures a particularly refined look for the show car. The seats are covered in a combination of black nappa leather, microfibre and high-quality material for the seating area. The steering wheel, door sills and beltlines are extensively covered with microfibre in anthracite, while the door centre panels are trimmed in high-quality nappa leather.

The high-gloss black highlights of the door handles and the infotainment display are further features. As a connected car, the smart forease+ also integrates the smart "ready to" services and gives its passengers a direct overview of the digital apps at all times.

The smart forease+ is based on the smart EQ fortwo cabrio series production model. The smart brand will be switching its entire production range to electric drives only by 2020. This means that smart will be the first automotive brand in the world to completely change over from combustion engines to electric drives. smart will successively reduce its offering of combustion engines and switch fully to the locally emission-

free, battery-electric drive for the smart fortwo, smart fortwo cabrio and smart forfour. The smart forease+ underlines this step, showing that the future of smart is anything but boring.

More than an app: "ready to" makes life easier

Geneva/Stuttgart. Not only is smart the first car manufacturer worldwide to switch its entire fleet to electric drives – the brand is also a pioneer when it comes to digital services. Eight powerful services bundled in one mobile application make smart a full-range mobility services provider and make all aspects of motoring that much easier. Full information on the car itself, refuelling, parking, navigation, packing, sharing, finding the parked car and even taking delivery of parcels — "ready to" has all these functions covered in a single mobile application. The fully redesigned user guidance makes operating the services child's play. The dashboard in modular design further enhances the user experience. The app even applies artificial intelligence to predict the user's wishes according to the given situation.

The developers at the smart lab are concerned not so much with creating a zeitgeist product, but rather with generating genuine added value. To this end, they are forging ahead with the ongoing development of smart "ready to" services. More than eight powerful services designed to make life in the city easier are bundled in a single mobile application. Now for the first time, in the new "my smart" control centre the services show users not only status information when the vehicle is stationary, but also display tips, information and messages while on the move, such as a filling station ahead or a low fuel level.

"my smart": keeping tabs on your smart

"my smart" serves as the central resource for all data relating to the individual's own smart, which can be accessed any time and anywhere. The customer can call up vehicle information such as mileage, battery status, fuel level — or on the EQ models the charge status of the high-voltage battery — and the vehicle's location in real time.

"my smart" also enables remote access to the vehicle. This makes keyless locking and unlocking of the vehicle possible, for example. In combination with the separate EQ control app, which can be operated directly from the "ready to" application, the all-electric smart models can additionally be pre-conditioned from the comfort of the user's sofa, by starting the heating or air conditioning conveniently via smartphone.

sharemate: simple means of finding drivers to share your smart

Statistically, every car in Germany spends over 95% of its time parked and out of use. The new "sharemate" function allows smart drivers whose vehicles are equipped with the "ready to share" option to alter this situation and make their smart available to other people. The user is able to search actively for co-users - in their neighbourhood, for example.

Individual advertising materials can be created on the new campaign landing page "unser-smart.de": staircase flyers or social media posts for Facebook, Twitter or WhatsApp. This personalised advertising for the customer's own vehicle incorporates a QR code and a short URL which can be scanned by potential co-users from the neighbourhood. This takes the prospective "mates" to an application form on which they can apply for the smart. The owner receives this application and decides on an individual basis whether they wish to invite the applicant to join their "ready to share" offering.

The app then generates an invitation in a single step via the "ready to" portal. The applicant receives this invitation and can now register and subsequently submit booking enquiries.

"'sharemate' offers customers a state-of-the-art, user-friendly tool which enables them to reduce unnecessary idle times for their vehicles and lend them out to third parties without any concerns", explains Katrin Adt, head of smart. "In this way, the customer can cut their running costs while at the same time offering a means of urban mobility to friends who have no car of their own. These are the sort of fresh and sustainable solutions that make smart a genuine pioneering brand."

In order to use this facility, a smart must be equipped with the "ready to" package and the "ready to share" service must be active.

"ready to share": sharing the easy way

Since 2016, smart "ready to share" has been making private car sharing as simple, safe and straightforward as using car2go. Authorised users can open friends' smarts in a matter of seconds, using their smartphone. smart "ready to share" is smartphone-based and uses the vehicle's "keyless entry" function. Three factors make "smart ready to share" unique: the safety and security of a solution provided by the manufacturer, complete control by the vehicle owner as the sole administrator and decision-maker, and the simple and inexpensive handling.

The payment function for "ready to share" helps smart owners who share their cars to split the costs, too. The smart owner can invite friends and acquaintances to use their vehicle in two user groups: users in the "Free travel" group get to drive the vehicle free of charge, while in the "Share travel costs" group the owner can set an individual price per minute. The payment data are stored to ensure problem-free payment.

The payment function is initially available in Germany; the "ready to share" service is available in Germany, France, Spain and Italy.

"ready to fuel": low-priced refuelling options nearby

Where is the next filling station? And how much does petrol cost there? Is there a lower-priced option nearby? These questions are answered by the new "ready to fuel" service which is integrated in "ready to". The service is currently available in Germany.

smart – A Daimler brand

"ready to pack": easy loading

The "pactris" app has been helping smart drivers to load their car boot for two years now: "pactris" uses a sophisticated algorithm which tells the user whilst shopping whether and how everything will fit in the boot of the smart. The user scans the bar code on the product — for example in a furniture store — and the app, which is integrated into the "ready to pack" app, shows how the packages will fit in their smart.

Alternatively, the user can select items from a constantly growing database where typical items are stored. This also shows whether, for example, a drinks crate or a moving box still fit in the fortwo or forfour. The augmented reality function additionally enables an object to be scanned directly with a smartphone camera.

"ready to drop": simple delivery of parcels to your car boot

This service turns the car boot into a personal parcel delivery station. "ready to drop" provides a flexible means of having online purchases delivered directly to the smart — wherever the vehicle is parked. Using a delivery app and TAN number, the DHL parcel delivery man can open the boot once only and place the parcel inside. This safe, fast and convenient

parcel delivery service directly to the car boot is currently available via smart "ready to drop" in Stuttgart, Cologne, Bonn and Berlin. Other cities will follow.

"ready to park": More convenient parking by app

The convenient online search function for parking spaces. With "ready to park", a glance at your smartphone suffices to view the available parking options in your selected area in real time. In some instances, the located parking spaces can be reserved directly — for immediate use or up to 30 days in advance.

"ready to spot": back to your smart in next to no time

The smart "ready to spot" route planner shows not only where the user's smart is parked, but also the best route back to the vehicle. The integrated "moovel" app (becomes "REACH NOW") additionally enables various means of transport, such as local public transport or car sharing, to be compared and booked directly. Where necessary, the "ready to spot" app can also be used to light up the headlamps on the parked car so as to make it easier for the user to find their vehicle.

"theft recovery": The digital early warning system against theft

Fast assistance when a smart goes missing. With "theft recovery" the user is informed by smartphone as soon as their vehicle leaves an area which has been previously defined by the user — the geofence. In the event of theft, the user receives an automatic warning and step-by-step instructions on activating recovery mode. The app guides the user through the entire process, including notifying the police of the car theft with all the required information.

smart's mobility offering has included customer-friendly services for six years now, making it a pioneer of comprehensive mobility services. smart "ready to" stands for innovative services which make life easier in the city. smart established the smart lab in 2016 as the brand's think tank to accelerate the development and implementation of creative urban mobility projects.

Further trailblazing services are under development at the smart lab. These will be made available successively to all smart drivers with the "ready to" package by means of over-the-air updates, without any need to visit a workshop.

Further information about smart is available online:
www.media.daimler.com, https://media.mercedes-benz.com and
www.smart.com