



smart – a Daimler Brand

10 years of smart

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Ten years of the smart fortwo - an idea takes hold

Ten years ago one of the world's most unusual production vehicles was launched on the market. It was new and excitingly different to conventional cars – the smart city coupé, now called the smart fortwo. This extremely compact vehicle had just two seats and measured slightly more than two and a half metres in length. It was also able to fit into parking spaces perpendicular to the flow of traffic and it established its own class. Nevertheless, it took two people and their luggage to their destination very comfortably and with maximum safety. It also had impressively low fuel consumption and minimum carbon dioxide emissions. Even then it anticipated many of today's pressing questions concerning individual mobility and answered them in a unique way. After ten years of production one thing is certain: the idea has caught on. Thanks to technical innovations and a design that combines functionality with *joie de vivre*, the smart fortwo has become a cult car.

After ten years on the market the smart fortwo can be proud of its achievements. Since the first model was introduced in 1998 in excess of one million have been produced. Whereas the smart fortwo was initially only offered for sale in Germany and eight further European countries, today it is available in 37 countries worldwide, since January 2008 also in the USA. From mid 2009 the smart fortwo will also go on sale in China as the car is practically tailor-made for the growing number of lifestyle-oriented small car customers in a country with numerous megacities. In China, too, fashion-conscious young people want an agile, trendy vehicle for their flexible urban lifestyles in order to set themselves apart from others.

Dr. Dieter Zetsche, CEO of Daimler AG and Head of Mercedes-Benz Cars says "In China we are seeing growing interest from customers in our high-quality and low consumption smart fortwo. I am sure that many cosmopolitan customers in China's cities will soon come to love its unique concept. For in addition to its outstanding safety equipment and the typical design, the fortwo naturally also boasts top quality and reliability."

The second generation continues the success story

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The second generation of the smart fortwo has been on the market since the spring of 2007. It clearly continues the tradition of its predecessor and the fascinating smart story. The car continues to focus on the core brand values of innovation, functionality and *joie de vivre* – a kind of declaration of automotive independence for many smart drivers.

Anders Sundt Jensen, responsible for the smart brand says "The new fortwo is even more comfortable, agile, safe and environmentally friendly than its successful predecessor was. The new fortwo does not only appeal to smart fans as a lifestyle-oriented vehicle, but also on account of its unparalleled economy."

A trend-setting appearance with new ideas

The smart fortwo embodies a completely new, intelligent concept for automotive individuality and this is also reflected in its appearance with a fresh, young, modern yet sophisticated design language. And although there were no automotive role models that the designers could have referred to, the two-seater set visual trends and created its own class thanks to a whole host of unusual ideas. In the past ten years the smart has become an automotive icon and it combines extremely varied demands on function, aesthetics and safety technology to create something completely new.

The result is a bold design that confidently makes structural elements such as the tridion safety cell a significant part of the car's styling. There could hardly be a more eloquent expression of that most basic principle of design, that form must follow function.

A further feature is the mix of materials consistently realised in a production vehicle for the first time with a hard core (tridion) and a flexible and functional shell consisting of thermoplastic bodypanels. In this way smart sets new trends and its shape alone gives it a likeable appearance whilst still being taken seriously.

Safety – a hard shell for the passengers

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The smart fortwo is seen as a real trendsetter in terms of safety equipment in small cars. The tridion safety cell protects its occupants like the hard shell around a nut. In this way it also meets the extremely strict standards of Mercedes-Benz Cars. Moreover, it complies with American crash requirements and attained top ratings in US-SINCAP and EuroNCAP (four stars).

The basic equipment of the smart fortwo includes full-size airbags for driver and passenger, belt tensioners and belt-force limiters. Head/thorax side airbags are available as an option. esp® also comes as standard. This is not even available for an additional charge in many other small cars. The esp® includes hill-start assist and the anti-lock braking system abs. A hydraulic brake assist function is also part of the standard specification.

User-friendly gear shifting as a standard feature

The smart fortwo is fitted with an automated manual five-speed transmission (softip) as a standard feature. This means that there is no clutch pedal. To shift up a gear, the shift lever on the centre console merely requires a brief tap forwards, while pulling it back shifts down a gear. The passion version features the softouch automatic gear programme as standard, which enables the driver to switch from manual gear shifting (softip) to an automatic gear programme (softouch) by pressing a button on the gear knob. Steering wheel gearshift is available as an optional extra.

The diesel version of the smart is the current CO₂ champion

State-of-the-art compact three-cylinder petrol engines with a capacity of 999 cc are installed at the rear of the smart fortwo. In Western Europe customers can currently choose from two naturally aspirated engine versions with mhd (micro hybrid drive) technology delivering 45 or 52 kW (61/71 hp) respectively, and a turbo engine rated at 62 kW (84 hp). A three-cylinder turbo engine is also at the heart of the 72 kW (98 hp) smart fortwo BRABUS.

In addition, a diesel variant is available – the smart fortwo cdi – which is the world champion in low CO₂ emissions. The 33 kW/45 hp two-seater car consumes just 3.3 litres of fuel (NEDC) per 100 kilometres on average, which means that it can travel approximately 1000 kilometres without refuelling.

This was confirmed by the Italian car magazine "Quattroruote" with a 1,000km drive from Rome to Salzburg. At just 88 grams per kilometre it has the lowest CO₂ emissions worldwide!

In addition, to further reduce petrol engine CO₂ emissions, the smart fortwo mhd (micro hybrid drive) with an intelligent start/stop system and a 52 kW/71 hp engine has been available to customers in Europe since the autumn of 2007. This version automatically shuts down the engine as soon as the car's speed falls below 8 km/h and the brake pedal is pressed. The engine starts again as soon as the driver releases the brake pedal. The standard consumption is reduced by approximately 0.4 litres – from 4.7 litres to around 4.3 litres per 100 kilometres. Average CO₂ emissions are reduced from 112 grams to 103 grams per kilometre.

From October 2008 both the 52 kW/71 hp smart fortwo and the petrol version with a 45 kW/61 hp engine will be fitted with the user-friendly start/stop system as standard.

At the end of 2007 smart started a pilot project in London with the smart fortwo electric drive. Together with selected fleet customers start is testing 100 vehicles with electric drive there to gain real-world experience. Vehicles with electric drive are particularly quiet, highly efficient and produce no local emissions. As a zero-emission car the smart fortwo electric drive enjoys tax advantages and is exempt from local restrictions such as the congestion charge that applies in the British capital. This makes it a particularly interesting and environmentally friendly alternative in urban population centres. Series production of an electrically driven smart of the current generation with lithium-ion battery technology is planned for 2010. Lithium-ion technology has decisive advantages over other types of batteries, including extremely compact dimensions, much higher performance, a long life and high reliability.

Award-winning climate friendliness and economy

Protection of the environment is an integral part of all the fields of activity of the smart brand. This does not only apply to the production facility in Hambach, France - it also applies to the smart fortwo itself, from the development and production of the vehicle to its operational period and later recycling. The internationally renowned *Öko-Trend* environmental institute has acknowledged the smart fortwo's top position in matters relating to environmental friendliness

and awarded it the coveted environmental certificate for cars. Moreover, the smart fortwo has been awarded the *ÖkoGlobe* by one of Germany's largest insurance companies.

What's more, several renowned trade journals have certified the innovative two-seater's unparalleled economy and environmental friendliness. They came to the unanimous conclusion independently of one another: no car is cheaper to drive.

Production – European model plant in Hambach

The smart fortwo is produced in a purpose-built plant in the French town of Hambach – a clear commitment to Europe as a production location. The smart plant, also called "smartville", started production in 1997. System partners located on site supply partly prefabricated modules straight to the assembly line. In some cases they fit their prefabricated modules in the smart themselves. This has enabled transport and logistics costs to be reduced to a minimum. Flexibility, just-in-time and minimum delivery times at all levels are among the exemplary aspects of the process. This enables the smart fortwo to be assembled in only about three hours.

Success story – ten years of the smart fortwo

As early as the early 1970s developers at Mercedes-Benz started working on the "car of the future" and considering new revolutionary approaches that eventually led to the concept of an ultra-compact car two and a half metres long. Several years passed until the pioneering safety concept was developed that allowed the high level of safety typical of Mercedes to be realised in an extremely short car.

In 1989 Nicolas G. Hayek, the inventor of the Swatch watch, announced plans to launch a small city car on the market. To realise this idea Nicolas Hayek turned to Mercedes-Benz as an experienced partner. Together, both partners founded Micro Compact Car AG with headquarters in Biel, Switzerland.

Finally, in 1997 the smart city coupé celebrated its world premiere at the Frankfurt International Motor Show. Production and sales started in 1998. In the same year, smart became a wholly-owned subsidiary of Daimler-Benz AG (now Daimler AG).

Further models and series

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In the following years the smart brand launched the sports cars smart roadster and smart roadster-coupé (2003) and the four-seater smart forfour (2004) on the market. Following the decision to stop production of the smart roadster at the end of 2005 and of the smart forfour mid 2006, smart fully concentrated on the smart fortwo.

The innovative car brand has demonstrated its creative energy time and again with special vehicle models. These include the smart crossblade in 2002 that had neither doors, a roof nor a windscreen, and the smart crosstown show car in 2005 which was equipped with forward-looking hybrid drive.

Ten years after the first pilot production vehicles rolled off the production line, in 2007 the new smart fortwo was launched on the market. This model builds on the strengths of the visionary classic and further develops its virtues.

Already a classic

It is undisputed that the smart fortwo's unique character has already made it an automotive classic, despite its young years. In 2002 the smart fortwo was the only vehicle to be included in the permanent collection of the world-famous Museum of Modern Art in New York whilst still in series production as a "contemporary design classic of the last decade of the last century".

The innovative two-seater becomes an international cult car

Ten years ago a car started to change our focus and our way of thinking and feeling: the smart. The name is a reference to the car's intelligence and intelligence and the smart city coupé, later renamed smart fortwo, lived up to its name. It was new and excitingly different to conventional cars. This is because it came in an unusual guise as a two-seater – an extremely compact car barely longer than two and a half metres that could also fit in a parking space perpendicular to the flow of traffic if necessary. In addition, the smart was characterised by a new, sophisticated design language and showed that even a small car can be attractive, safe and grown-up.

Even then the two-seater smart provided a unique answer to many questions concerning individual mobility, especially in urban areas. For not only does it take up very little road and parking space, it also boasts impressively low fuel consumption and minimum carbon dioxide emissions. Nevertheless, it transports two people and their luggage to their destination very comfortably and with maximum safety.

smart – a passionately discussed idea

When sales of one of the world's most unusual production cars started in October 1998, the newcomer that was at variance with many prevalent ideas of how a car should be, immediately became a subject of passionate, and often controversial, discussion. Today, ten years later, the smart idea has long since taken hold. The intelligent two-seater has become a cult car. The weekly journal "Die Zeit" called the vehicle concept an "*urban icon*". The smart focuses on the mobility of the future, consistently implements technical innovations and also uses constructional details as design features.

smart stands for innovation, functionality and *joie de vivre*

As one of the youngest car makes, smart stands for innovation, functionality and *joie de vivre*. smart especially appeals to customers who seek new, intelligent and trend-setting solutions in the automotive sector. smart fortwo drivers can be categorized in terms of their attitude rather than their age, profession or gender.

They are open-minded individuals who question the status quo and live their lives consciously. They opt for a smart fortwo because it is unique and because it sets them apart from the masses. And also because it is quite simply fun to drive.

However, it is not only the car itself that is bursting with innovations; new approaches were also taken in sales and marketing. For example, glass towers presenting the smart fortwo to the public in its many variants were built in many places – bold architecture for an avant-garde vehicle concept.

More than one million smart fortwos produced

The smart fortwo has an impressive track record. It has successfully established itself on the market since 1998. A total of more than one million smart fortwo models have been produced since the two-seater was launched on the market in 1998.

No other car has a younger clientele. 45 percent of smart fortwo customers are under 45. The smart fortwo appeals to people with individual lifestyles from different social classes – in many cities around the world. After initially only being sold in Germany and eight further European countries, the innovative two-seater is now also a sought-after car on other continents. Today it is sold on five continents and in 37 countries worldwide including South Africa, Taiwan, Hong Kong, Mexico, Australia, Malaysia, Canada and the USA.

The cult car is most popular with customers in Italy, Germany and the USA: approximately two thirds of fortwo drivers come from these three countries. The high quality "passion" line is particularly popular and is chosen by two thirds of smart customers worldwide.

smart in the USA and soon also to arrive in China

In mid January 2008 the Penske Automotive Group, the sales partner for smart in the USA, started to deliver the first vehicles to customers on the world's largest car market. Since the start of this year more than 16 000 Americans have taken delivery of their smart.

From mid 2009 the smart fortwo will also be available to Chinese customers. smart will then open up a further large car market. The car is practically tailor-made for the growing number of small car customers on the Chinese market. The smart fortwo combines state-of-the-art technology, premium quality and safety,

exemplary low fuel consumption and corresponding low CO₂ emissions with a unique space concept, which offers particular advantages in the dense traffic of China's numerous megacities.

China is the world's fastest-growing automobile market and already the second largest vehicle market. Market observers are currently registering strong growth of the small car segment in China. These are the best prerequisites for an innovative, low-consumption vehicle like the smart fortwo that is designed for urban lifestyles. In China environmental awareness is greatly increasing among the population. Moreover, neither do Chinese customers regard their car as a merely functional means of transport. They are increasingly using their cars as a means to express their personality. Cosmopolitan young people in particular seek an agile, trendy vehicle for their flexible urban lifestyles, in order to set themselves apart from others.

The second generation smart fortwo stays true to its core values

Since the spring of 2007 the second generation smart fortwo has been clearly continuing the tradition of its predecessor and the fascinating smart story. No other company can refer to such wide experience in this vehicle class as Daimler AG. It is part of the company's 120 years of automotive history that started in 1886 and that is full of design solutions for personal mobility.

The new smart fortwo continues to embody the brand's core values of innovation, functionality and *joie de vivre*. It remains a classless car that conveys a positive attitude to life. Its owners have a modern and enlightened way of thinking and show social and ecological responsibility, demonstrating the form that urban mobility can take today. For them, the smart fortwo is a kind of automotive declaration of independence.

Anders Sundt Jensen, responsible for the smart brand says "The new fortwo is even more comfortable, agile, safe and environmentally friendly than its successful predecessor was. The new fortwo does not only appeal to customers as a lifestyle-oriented vehicle, but also on account of its unparalleled economy."

The new smart fortwo – even more agile, comfortable, safe and eco-friendly

The developers of the second generation smart fortwo also succeeded – in a vehicle measuring just under 2.70 metres in length – in creating a deceptively spacious interior offering maximum safety and comfort. Moreover, the smart fortwo is now even more comfortable, agile, safe and eco-friendly than its

predecessor. It provides the right answers to today's challenges concerning mobility, ecology and running costs. For example, thanks to the world's smallest direct injection diesel engine the smart fortwo cdi consumes just 3.3 litres of fuel per 100 kilometres (NEFZ) and emits just 88 grams of CO₂ – the lowest figure worldwide. In Germany and Italy every 5th smart driver drives the CO₂ champion, the economical diesel variant of the two-seater.

Since October 2007 the smart fortwo has also been available as a micro hybrid drive (mhd) version. Thanks to an intelligent start/stop technology, the low consumption petrol version achieves fuel savings of around eight percent in the combined driving cycle and up to 19 percent in urban traffic. Whenever the vehicle is stationary or even coasting at a speed of less than 8 km/h, the start/stop function shuts down the engine and in this way greatly reduces CO₂ emissions.

Furthermore, at the end of 2007 smart started a pilot project in London with the smart fortwo electric drive. Together with selected customers, smart is testing 100 vehicles with electric drive there to gain real-world experience.

Award-winning economy and environmental compatibility

Environmental technologies are an integral part of all the smart brand's fields of activity. This does not only apply to the production facility in the French town of Hambach, it also applies to the smart fortwo itself: from the development and production of the vehicle to its operational period and later recycling. The internationally renowned *Öko-Trend* environmental institute has acknowledged the smart fortwo's top position in matters relating to environmental friendliness and awarded the petrol version of the innovative compact car the coveted environmental certificate for cars. The institute thereby confirms the smart fortwo's outstanding level of environmental friendliness. As well as fuel consumption and noise and pollutant emissions, ecological criteria such as details of the manufacturer's production, logistics, recycling and environmental management were included in the assessment. Moreover, the smart fortwo has been awarded the *ÖkoGlobe* for environmental friendliness by one of Germany's largest insurance companies.

Journalists, too, have confirmed the trendy two-seater car's outstanding climate friendliness and economy. For example, the large Italian car magazine "Quattroruote" awarded the special editor's prize to the smart fortwo cdi for its exemplary economy and environmental friendliness.

In addition, in February 2008 experts from car magazines rated the smart fortwo as Germany's most economical car independently of one another. The experts from "Autozeitung" found that "Every kilometre driven in the 61 hp basic petrol version costs just 24.5 cents" giving it first place in the ranking. In addition to the running costs, the survey looked at fixed costs such as tax and insurance, workshop costs and loss of value.

In an analysis by "auto motor und sport" the fortwo also came first in the ranking of inexpensive cars. The editors found that drivers of a smart fortwo cdi can travel 166 kilometres for 10 euros – a figure managed by no other car. The experts from ADAC also confirm this classification as Germany's most economical car: they calculate total costs of just 24.6 cents per kilometre for the compact car, proving that no other car is as inexpensive to drive!

Extremely low fixed costs contribute to the unique low cost situation for smart fortwo owners. German insurance companies give the two-seater the low model category 12 rating for third party insurance and even category 11 for fully comprehensive insurance. According to calculations by the car magazine "Autobild", at a 35 percent premium rate third party insurance for the smart fortwo costs just 13 euros per month and full insurance cover is available for 25 euros per month. This means that no other car can be driven as cheaply!

Polarising, unique, unmistakable

The smart fortwo is a completely new, intelligent concept for automotive individuality and this is reflected in a fresh, young and modern yet sophisticated design language. And although there were no role models that the designers could have referred to, the two-seater has become a trendsetter in the small car class in terms of its appearance. The automotive icon combines seemingly contradictory demands on function, aesthetics and safety technology to create something completely new.

Right from the beginning the designers had the task of exploring new approaches and integrating a social function as a target: the oil crises in the early 1970s and 1980s that were the first hints to the world that natural resources are finite, the success of the car and the growth of private transport in general, increased pollution and a shortage of parking space in cities.

The new vehicle would need to awaken positive curiosity, but not completely disregard existing ways of looking at objects. The concept alone of this ultra-short, two-seater vehicle should touch people in a positive way through its form, but at the same time they should be able to take it seriously.

The stylists were inspired by everyday objects: by fashion, modern architecture and furniture and the use of materials and their different combinations.

Safety cell and bodypanels are bold highlights

The result is a polarising design that confidently makes structural elements such as the tridion safety cell a significant part of the car's design. This clearly communicates the safety function it has been designed to perform. There could hardly be a more eloquent expression of that most basic principle of design, that form must follow function.

A further feature is the mix of materials consistently realised in a production vehicle for the first time with a hard core (tridion) and a flexible and functional shell consisting of thermoplastic bodypanels. This makes the smart unique.

An intelligent car with a soul and a likeable character

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Clarity and modernity characterise the shape. The smart fortwo has a strong, athletic appearance. This impression is emphasized by the wide track and the wide standard tyres, for example. The horizontal lines make the rear end appear wider and give the smart fortwo a beefier appearance.

The horizontal door handle cleverly takes up the shoulder line just below the window edge. It runs into the front wing and the projection headlights that are unique in this vehicle class. These lend the smart fortwo a high-tech and grown-up face. In addition, the indicators are integrated in the headlights.

The rear window is slightly slanted, making the smart fortwo sporty and elegant. The rear view of the smart fortwo is adorned by four rear lights. The rear window reaches across almost the whole width of the vehicle and is framed by two black high-gloss panels.

Unique in the small car segment is the ultra-light yet high-strength polycarbonate panoramic roof (not for the pure line). Another unique feature worldwide is the electric soft top of the cabrio version: it is fully automatic and can be infinitely adjusted to any position. The smart fortwo does not have to be stationary for the soft top to be opened or closed – this can be done at any speed. The rear part of the soft top can also be opened to the final position and closed again at the touch of a button. This is a prime example of the outstanding comfort offered by this small, open two-seater vehicle. All that remains for the full cabrio experience is to remove the side roof bars. These can be taken out in next to no time and stowed in a special compartment in the tailgate.

Interior conveys lightness

The interior features new lines and demonstrates unusual approaches. The instrument panel runs straight and is framed by two bows on the left- and right-hand sides that represent a visual continuation of the structure of the tridion safety cell and support the upper and lower wings of the instrument panel. The lower wing has a soft foam backing and also serves as a knee pad in the event of a crash. The suspended arrangement of the instrument panel conveys lightness and makes the interior of the new smart fortwo wholly unique. Elements such as the externally mounted air vents and the rev counter and clock on the dashboard already helped to give the original smart fortwo a distinctive touch.

The driver can see the centrally positioned speedometer and a large display through the two-spoke or sporty three-spoke steering wheel. The control unit for heating, air conditioning and ventilation has a central, ergonomic position on the centre console and is framed by two further air vents.

The large audio unit is located below the heating and air conditioning controls. Customers can choose between a standard CD radio or one with a CD changer for six CDs - both are MP3-compatible. Large buttons and a clear layout make operation child's play. In addition, a sound system with a subwoofer and MP3 connection are available and customers can also opt for a portable navigation system with an integrated hands-free system and vehicle mount as an accessory.

The safety seats with integral seat belts are well contoured and offer pleasant lateral support. The upholstery is of a high quality and leather is optionally available. Even longer objects can be easily transported: a lever on the inside of the passenger seat both reclines the backrest and enables it to be folded forward to a horizontal position.

Exhibited in the museum of Modern Art in New York

It is undisputed that the smart fortwo's unique character already makes it an automotive classic, despite its young years. In 2002 the smart fortwo was the only vehicle to be included in the permanent collection of the world-famous Museum of Modern Art in New York whilst still in series production as a "contemporary design classic of the last decade of the last century".

Compactly packaged state-of-the-art technology

The basic principle of the smart fortwo is brilliantly simple: space for two passengers and their luggage – that's enough. The developers of the second generation smart fortwo also succeeded – in a vehicle measuring just under 2.70 metres in length – in creating a deceptively spacious interior offering maximum safety and comfort.

The interior – larger than expected

An outstanding aspect of the smart fortwo is its feeling of spaciousness comparable with that of a standard-size saloon. Prospective customers getting behind the wheel of a smart fortwo for the first time never fail to be surprised at how easy it is to get in and out of the car and just how spacious the smart fortwo is inside. This is thanks to intelligent solutions such as the slightly staggered passenger seat that offers the passengers optimum shoulder room.

Given its compact outer dimensions, it is impressive how much fits in the luggage compartment of the smart fortwo: 220 litres are more than enough for everyday shopping. By filling the available space right up to the roof, the luggage capacity can be increased to a princely 340 litres. The level loading space is particularly user-friendly. The twin-section tailgate is a practical feature in tight parking spaces. The folding rear door can also be used as a surface to put things on. For the coupé, additional stowage space is incorporated in the bottom section of the tailgate and is accessible via a lid. On the cabrio version the roof bars can be quickly and securely stowed in this tailgate storage compartment.

Exemplary active and passive safety

The smart fortwo is seen as a real trendsetter in terms of safety equipment in small cars. The tridion safety cell protects its occupants like the hard shell around a nut. It is additionally reinforced at strategically important points with high-strength steel, covering more than 50 per cent of the cell in all. The tridion safety cell's longitudinal and transverse members activate the crumple zone of the other vehicle involved in the accident and distribute the impact energy evenly over the car's body. And in case of a collision, the wheels also take on the function of crumple zones. When this happens, the front wheels are supported by the side members.

In this way the smart fortwo also complies with American crash requirements and it attains top ratings in US-SINCAP and EuroNCAP (four stars). Over and above this it meets the extremely strict standards of Mercedes-Benz Cars. Thanks to the sandwich-type construction and the raised seating position, the passengers are usually somewhat above the direct danger zone in the event of a side impact, resulting in better protection than in most other small cars. All interior trims have been optimised to prevent injuries to occupants.

Every smart fortwo comes with full-size airbags for driver and passenger as standard. The passenger airbag is located at the top of the instrument panel, to enable it to intercept passengers who are not perfectly in position in the car. If a child seat is fitted, the passenger airbag can be deactivated with a separate key-operated switch. Head/thorax side airbags are optionally available to protect both the head and the upper body. Belt tensioners and belt-force limiters are standard features in the smart, as are safety seats with integral seat belts with a modular sheet steel structure.

esp® also comes as standard in the smart fortwo. This is not even available for an additional charge in many small cars. esp® also includes an integrated hill start assist function. This prevents the vehicle from rolling backwards as it moves off on an uphill slope. Another feature of the esp® package is the anti-lock braking system (abs), which prevents the wheels from locking during emergency braking. This reduces the braking distance and ensures that the smart remains steerable. A hydraulic brake assist function is also included in the standard specification. It automatically triggers controlled emergency braking as soon as the electronics register that the driver has pressed the brake pedal quickly, but not firmly enough.

Gear-changing without the need for a clutch

The smart fortwo is fitted with an automated manual five-speed transmission (softip) as a standard feature. This means there is no clutch pedal. To shift up a gear, the shift lever on the centre console merely requires a brief tap forwards, while pulling it back shifts down a gear. Optionally, gears can be changed using steering-wheel-mounted gear shift paddles (standard in the pulse equipment line).

The passion version features the softouch automatic gear programme, which enables the driver to switch from manual gear shifting (softip) to automatic by pressing a button on the gear knob.

A kickdown function allows the driver to use the accelerator pedal to immediately shift down two gears at once, in both manual and automatic mode. Incorrect gear changing and over-revving are ruled out, because the electronics will only accept logical gear changes.

Wide range of engines

State-of-the-art compact three-cylinder petrol engines with a capacity of 999 cc are installed at the rear of the smart fortwo. In Western Europe customers can currently choose from two naturally aspirated engine versions with mhd (micro hybrid drive) technology delivering 45 or 52 kW (61/71 hp) respectively, and a turbo engine rated at 62 kW (84 hp). A 72 kW (98 hp) three-cylinder turbo engine is also at the heart of the smart fortwo BRABUS. The engine range is rounded off by the smart fortwo cdi turbo engine rated at 33 kW /45 hp.

smart fortwo cdi – the CO₂ champion

Latest generation common-rail direct injection provides for a combustion process that is more efficient than that of the well-proven cdi engine from the predecessor model. It builds up high injection pressure of up to 1600 bar (previously 1350 bar), even at low revs, and injects the fuel into the combustion chambers with new seven-hole injectors. The power and torque have each improved by 10 percent. At the same time, fuel consumption is reduced by 13 percent. Depending on the driving situation and engine load, up to 60 percent of the previously cooled exhaust gases are returned to the combustion chambers.

Like the Mercedes-Benz CDI engines, fuel injection in the smart fortwo cdi is carried out in two phases: a few milliseconds before the main injection a small quantity of diesel is injected into the combustion chambers where it ignites and preheats the cylinders. This results in a noticeably quieter combustion noise level than an engine without this pilot injection. The electronic "brain" of the cdi engine – a high-performance micro-computer that controls the whole engine system – calculates how much fuel is needed and the interval at which pilot injection and main injection take place.

The quick response of the cdi engine is first and foremost thanks to the compact turbocharger that is housed in the exhaust manifold. Its compressor wheel has a diameter of just 33 millimetres, yet it rotates at up to 280 000 rpm and builds up maximum charge pressure of approximately 1200 millibars at an engine speed of 1800 rpm. This enables the three-cylinder engine to develop impressive torque,

even at low revs: 85 Newton metres are available even from 1500 rpm – more than three quarters of the maximum torque. This torque curve plays an important part in the fun behind the wheel that drivers experience with every kilometre driven in a smart fortwo cdi. The new smart fortwo cdi therefore offers a combination of agility, economy and environmental compatibility that is unique in this class.

smart fortwo mhd with an intelligent start/stop system

To further reduce petrol engine CO₂ emissions, the smart fortwo mhd (micro hybrid drive) with an intelligent start/stop system and a 52 kW/71 hp engine has also been available to customers since the autumn of 2007. It automatically shuts down the engine whenever it is not needed, for example in stop-and-go traffic. The principle is simple yet ingenious: when the vehicle approaches red traffic lights, for example, the micro hybrid drive shuts down the engine as soon as the car falls below a speed of 8 km/h and the brake pedal is pressed. The engine starts again as soon as the driver releases the brake pedal. This guarantees an immediate response. The system has been perfected for the smart fortwo's automated manual transmission and is fully automatic, i.e. no gear shifting or clutchwork are necessary and the driver does not need to do anything out of the ordinary. If required, the start/stop function can be deactivated at any time with a switch on the centre console in front of the shift lever.

In conjunction with the automated manual transmission that comes as standard, the new start/stop technology guarantees comfortable and straightforward driving with reduced fuel consumption. The new technology pays off, because studies have shown that in everyday traffic, vehicles come to a stop every 1.3 kilometres on average.

In conjunction with slightly modified gear ratios, the start/stop system in the new smart fortwo mhd leads to a fuel saving of approximately eight percent in accordance with the New European Driving Cycle (NEDC combined). The standard consumption is reduced by approximately 0.4 litres – from 4.7 litres to around 4.3 litres per 100 kilometres. There is also a corresponding reduction in the average CO₂ emissions from 112 grams to approximately 103 grams per kilometre. And depending on the traffic situation, much higher fuel savings are even possible – for example in heavy slow traffic.

At the heart of the start/stop system is a belt-driven starter generator. This replaces and does the work of both the conventional starter and the alternator. The belt-driven starter generator supplies the vehicle's electrical system with voltage and also has a secondary function as a starter to start up the petrol

engine particularly quickly. From October 2008 both the 52 kW/71 hp smart fortwo and the petrol version with a 45 kW/61 hp engine will be fitted with the user-friendly start-stop system as standard.

smart fortwo ed

The smart fortwo ed with "electric drive" is totally emission-free. In addition, electric drives are particularly quiet and efficient. At the end of 2007 smart started a pilot project in London with the smart fortwo electric drive. Together with selected customers, smart is testing 100 vehicles with electric drive there to gain real-world experience. As a zero-emission car the smart fortwo electric drive enjoys tax advantages and is exempt from local restrictions such as the congestion charge that applies in the British capital. This makes it a particularly interesting and environmentally friendly alternative in urban population centres. Series production of an electrically driven smart of the current generation with lithium-ion battery technology is planned for 2010. Lithium-ion technology has decisive advantages over other types of batteries, including extremely compact dimensions, much higher performance, a long life and high reliability.

smart fortwo BRABUS and BRABUS Xclusive: Driving fun coupled with environmental awareness

The sporty character of the smart fortwo BRABUS is apparent at first glance. For example, it comes with bright-finish "Monoblock VI" alloy wheels with wide tyres measuring 175/50 R 16 at the front and 225/35 R 17 at the rear, a sports exhaust system with centrally positioned stainless steel tailpipes and a body that has been lowered by ten millimetres. In the interior, cockpit instruments with specially designed dials, BRABUS stainless steel sports pedals and a three-spoke leather steering wheel with shift paddles underline the exclusiveness of this model. The transmission and suspension also have a sporty setup.

The smart fortwo BRABUS Xclusive lives up to its name with additional equipment details such as projection headlamps with a titanium-coloured background, a front spoiler with enlarged air inlets, striking side skirts and a rear apron painted in the colour of the body. The seats are covered with fine leather and are heated. The aluminium-look trim components on the leather-effect instrument panel add an exclusive touch.

Three cylinder engine with turbo power: 72 kW/98 hp and 140 Newton metres of torque

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At the heart of the smart fortwo BRABUS and BRABUS Xclusive is a turbo engine that has been improved in numerous details. From capacity of one litre, the three-cylinder engine now develops 72 kW/98 hp at 5500 rpm and lends the 780 kilogram (coupé) two-seater car remarkable agility. The weight/power ratio is just 7.8 kg/hp – 24 percent lower than that of the predecessor version.

The turbo engine develops maximum torque of 140 Newton metres at 3500 rpm. The BRABUS variants of the smart fortwo sprint from zero to 60 km/h in 4.1 seconds and reach an electronically limited top speed of 155 km/h.

With combined standard consumption of 5.2 litres per 100 kilometres the smart fortwo BRABUS and BRABUS Xclusive are among the most economical cars in their size and power category. Carbon dioxide emissions stand at 124 grams per kilometre.

The comprehensive standard equipment of the smart fortwo:

Exterior

- H7 projection headlights
- Third brake light
- White side indicators

Functional/electrical equipment

- Automated manual five-speed transmission
- Instrument cluster with multifunctional display
- Exterior temperature indicator with frost warning
- Indicators with lanechanger function
- Window wipers with interval wiping and automatic wipe/wash function.
- Rear window wiper with interval wiping and automatic wipe/wash function (coupé)
- Heated rear window
- Electric tailgate release
- Tank cap integrated in the central locking system
- 12 volt socket on centre console
- Central locking with radio remote control and immobiliser
- Rear window release (coupé) or remote roof release (cabrio) via 3-button key

Interior

- Passenger seat can be fully folded forwards (through-loading function)
- Storage compartment on passenger side and next to the steering wheel
- Net pockets in the doors
- Mirror in passenger's visor
- Storage compartment in tailgate
- Coin holder

Safety

- esp® with hill start assist
- abs with electronic brake force distribution
- tridion safety cell
- Crash-absorbing elements at the front and rear
- Crash sensor to activate hazard warning lights
- Full-size driver and passenger airbag
- Safety seats with integral seat belts
- Seat belts with belt tensioners and belt force limiters
- Drive lock - automatic door locking when the vehicle is in motion
- Hydraulic brake assist

Three equipment variants (Western Europe)

The second generation smart fortwo also features the two-colour concept typical of smart. In addition to the tridion safety cell which is available in black or silver, customers can choose from six colours for the bodypanels. The basic colours are black, red and white. The metallic colours blue, grey and silver are available subject to an additional charge.

The pure equipment line is the entry-level variant. It comes with everything that makes a smart a smart. The exterior of the pure is characterized by a black grooved plastic roof and steel rims. It comes with a black tridion safety cell and black door mirror caps and radiator grille. The two-spoke steering wheel is a further feature of the pure. The seats come in a tasteful grey. The interior also features fabric elements on the instrument panel and contrast components in pearl grey. The lower part of the instrument panel (knee pad) and the door trim are made of grained black plastic.

pulse equipment line: a dynamic response and a sporty look. The pulse also features a black tridion safety cell; however, this is also optionally available in silver. Its six-spoke alloy wheels with wide tyres (175/55 R 15 at front, 195/50 R 15 at rear) give it a beefy appearance and the fog lights integrated in the front apron round off the sporty appearance.

The interior of the pulse features an upholstery colour exclusively available for this equipment line and matching fabric elements for instrument panel, knee pads and door trim which create a pleasant atmosphere. A glance upwards shows the sky through a new transparent roof made of polycarbonate. A black infinitely adjustable blind provides sun protection. The sporty character is emphasized by the rev counter and clock and a three-spoke leather steering wheel including steering wheel gearshift plus a leather gear knob. Electric windows are a further standard feature.

passion equipment line: the elegant and extensively equipped passion can always be identified by its silver tridion cell. The door mirrors and radiator grille are also painted silver. Further features include a panoramic roof made of polycarbonate and twelve-spoke alloy wheels (front tyres 155/65 R 15, rear tyres 175/60 R 15).

Like the pulse, the fabric elements on the instrument panel, knee pad and door trim match the colour of the upholstery. Three different colours with a special fabric design are available.

Further standard equipment includes air conditioning with temperature control, a 2-spoke leather steering wheel with leather gear knob and the softouch automatic gear programme. Like the pulse, the passion features electric windows and also a luggage compartment cover including a net bag.

Intelligent assembly in European plant

smart has always come up with new approaches and methods – and this also applies to the production. The smart fortwo is produced in a purpose-built plant in the French town of Hambach. The smart factory, also called smartville, started production in 1997. The assembly plant has been designed the shape of a plus sign. This basic design is perfect for logistics and assembly requirements and ensures efficient production processes. System partners located on site supply partly pre-fabricated modules straight to the assembly line. In some cases they fit their prefabricated modules in the smart themselves. This enables transport and logistics costs to be reduced to a minimum. Flexibility, just-in-time and minimum delivery times at all levels are among the factors that continue to set the benchmark today. This enables the smart fortwo to be assembled in approximately three hours.

The smartville plant has an area of 732 000 square metres, 138 337 square metres of which are built over. Here, approximately 830 smart employees currently work in two shifts and the same number again are employed by the supplier partners. The employees have flexible time accounts which allow them to work more or less hours as needed. This results in satisfied employees and greater production flexibility.

Commitment to producing in Europe

A decision in favour of Hambach was made after carefully evaluating more than 70 possible locations and is seen as an expression of commitment to producing in Europe. Located in central Europe very close to the German border, smartville has excellent access to international traffic routes. It is located (in Lorraine, Département Moselle) right on the A4 Strasbourg – Paris motorway and on a rail line. In addition, the Sarreguemines region has a wealth of skilled workers, the majority of whom are bilingual.

A closely networked industrial complex

The cross-shaped assembly plant offers decisive advantages. The structure takes up little space and the maximum distance between the docking point for the delivery trucks and the assembly line is ten metres. Furthermore, the sub-sections of the line are independent of one another. This enables small buffers to be planned that prevent the assembly line coming to a complete standstill in the event of problems.

An additional building functions as a product integration and preparation centre. It is located outside the assembly complex and forms the link between Product Development in Germany, the system partners and the assembly in Hambach. The southern end of the site has a 1500 metre test track for testing pre-production cars and quality assurance with lots of different road surfaces for chassis and suspension tuning.

Put in simple terms, the four branches of the assembly building have the following functions:

- Integration of the cockpit in the freshly painted steel body
- Technical work under the vehicle including integration of the drive unit ("marriage")
- Installation of windows, roof, wheels, seats and accessory parts
- Cladding the vehicle with doors and bodypanels, with subsequent finishing and final check

System partners work closely together

The partnership model practised in Hambach is a logical development of the conventional manufacturer-supplier relationship. It elevates the car manufacturer to a module system integrator, a process manager and producer with overall responsibility. However, every system partner also assumes full responsibility for their area of responsibility. This modern system produces partners with a high level of motivation who contribute to the profitable realisation of common business objectives with their own innovative approaches.

The following system partners work in Hambach:

- Magna Steyr produces the tridion safety cell
- Continental is responsible for the cockpit module and installs it
- ThyssenKrupp assembles the rear axle drive module on site
- Plastal produces the bodypanels and other outer panelling on site
- Magna Uniport contributes doors and flap modules

System partners for the smart's drive unit and suspension are firmly integrated in the cooperation model, but not located in Hambach.

However, it is not only in development and production that smart is consistently pioneering new processes; the logistics are also organised in close cooperation with operators located in smartville. For example, the logistics and transport company Panopa is responsible for supplying parts to the line and controlling means of transport, and Mosolf is responsible for delivering customer vehicles.

An ecological planting concept ensures the harmonious integration of the factory park in the rolling hilly countryside of Lorraine. It is characterised by the flowing transition of the factory site into the adjoining village and woodland landscape. The planting includes meadows, tree avenues and even orchards! In addition to the fire-fighting water storage reservoir that also has a biotope function, a pond with water and green plants ensures that an ecological balance is maintained.

The factory park in Hambach is an unparalleled model of ecological compatibility. No building materials listed in a "blacklist" of (forbidden) environmentally harmful substances were used. All buildings are therefore free of formaldehyde and fluorocarbon. Their façades are clad with "trespa", a raw material for the most part obtained from fast-growing European timber. A distinction was even made between waste water from roof gutters and road/car park drainage: the roof water is routed to storage reservoirs for use as fire-fighting water. All other surface waste water is fed through oil separators, treated in storage reservoirs and used.

Ecological principles also apply to the production. A state-of-the-art central biological waste treatment plant cleans all sanitary and industrial waste water. It works with biomembranes in accordance with the Biosep process – an extremely flexible recycling method used for the first time in France. The purified waste water is used for watering green spaces and for cooling in the production process.

The chassis of the two-seater smart is completely powder-coated. This is the first time that this economical and environmentally friendly painting process has been used 100% in car manufacturing. Above and beyond its outstanding ecological compatibility, the process is characterised by the high quality of the coating. Furthermore, there are no solvent emissions and no hazardous waste such as paint sludge is produced. Zinc phosphating is used in the whole process without passivation i.e. the process is lead- and cadmium-free. The strict implementation of ecological goals is also illustrated in the recovery and re-use of excess material, for example overspray powder.

When the smartville energy concept was implemented high priority was given to an energy-saving policy right from the start – from effective sound and heat insulation in the façade construction of the building to consistent implementation of integral heat recovery concepts. For example, waste heat from injection

moulding operations and waste air from the paint shop are conducted through rotating heat recuperators and air-to-air heat exchangers. This unparalleled use of waste heat means that there is no need for cooling towers, which ultimately saves money and resources. A power centre in smartville consisting of a heating plant and a block power station was also constructed with state-of-the-art technology. Even burning natural gas instead of conventional fuels results in lower pollutant emissions. The use of waste heat increases the efficiency.

Environmental protection measures have always been an integral part of smart's development. As early as 1994 an environmental management system certified in accordance with DIN EN ISO 14001 was anchored in the specifications. A high proportion of recycled material is used in the smart fortwo and an impressively high level of recyclability achieved.

The modular construction of the smart moreover guarantees efficient dismantling at the end of its lifecycle. This is a prerequisite for enabling material cycles to be closed. These measures enable the company to realise a previously unseen level of ecological product responsibility that is also promoted by the company's philosophy. With its dynamic, continuously improving environmental management system, the new smart brand has set a milestone for environmentally compatible individual mobility.

A ten year success story

It is a radical idea that starts to mature in the heads of the Mercedes-Benz developers in the early 1970s: as they see it, the "car of the future" must question all existing preconceptions of cars and put them to test. Sketches dating back to 1972 show a new, seminal approach. The concept for an ultra-compact car with a length of two and a half metres is subsequently developed by Mercedes-Benz. Johann Tomforde, studio engineer at Mercedes-Benz and development coordinator for the field of "future traffic systems", is responsible for the project.

Although the idea is impressive, technical realisation is not possible at this time due to an inability to meet the company's strict safety standards.

However, nine years later the Mercedes-Benz developers succeed in developing groundbreaking ideas for safety features that only need a small amount of space in a car. First designs using a "sandwich" principle with a raised vehicle floor are tested. But the technical realisation is still not possible on account of the strict Mercedes-Benz safety standards.

In 1991 Mercedes-Benz Design starts the next attempt. The Eco Sprinter and Eco Speedster show cars are developed in cooperation between the Design Concept department in Sindelfingen and the Mercedes-Benz Advanced Design Center in Irvine, California. When Johann Tomforde presents them to the Mercedes-Benz boards in 1993 the enthusiastic response leads to concrete plans for a new kind of vehicle and a new segment: the micro compact car.

The concept, package and safety concept – later to become characteristic features of the smart fortwo – are already clearly apparent in the first studies. Even then the safety concept was brilliantly simple: like a nut, the soft interior is protected from harm by a rigid shell.

Joint venture with Swatch

In 1989 Nicolas G. Hayek, the inventor of the Swatch watch, announced plans to launch a small city car on the market. The car of the future should appeal to people as a statement rather than a status symbol.

Hayek then sought an experienced partner for the quick and successful realisation of the project. The combination of Mercedes-Benz's vast experience in building cars coupled with Swatch's creative powers brought together two ideal partners for this project. The cooperation results in a unique vehicle concept and a new automobile brand: smart.

Shortly after initial negotiations between Mercedes-Benz and Nicolas Hayek, Micro Compact Car AG is founded. The company headquarters are in Biel, Switzerland. In the search for a production site more than 70 locations worldwide are evaluated. In 1994 Hambach in France is chosen. The first pan-European car brand is born: the company headquarters are in Switzerland, the development centre in Germany, and the car is produced in France. The car is set to conquer the cities of Europe!

World premiere in 1997 at the Frankfurt Motor Show

Following the start of development in 1994, in 1997 the smart city coupé (later renamed smart fortwo) celebrates its world premiere at the International Frankfurt Motor Show. Production begins in July 1998 in a new plant in Hambach, France. The following October sees the new car being sold for the first time in nine European countries (Austria, Belgium, France, Germany, Italy, Luxembourg, the Netherlands, Spain and Switzerland). In the same year, smart becomes a wholly-owned subsidiary of Daimler-Benz AG (now Daimler AG).

Further models and series

In 1999 at the Frankfurt Motor Show the young brand surprises the world public with a whole host of new model studies. A cabrio version is presented that is based on the smart city-coupé and that opens a whole new dimension to the "closed" micro car community – the roof! The smart cabrio offers pure *joie de vivre*. From the spring of 2000 the world's smallest production cabriolets roll off the production line and onto European roads.

Thanks to the innovative roof construction, the cabrio version of the smart offers three open-top driving variants: the electrically-operated folding top can be opened to any desired position at the touch of a button. In addition, the electrically locked rear top is very simple to open. And finally, the side roof bars can also be removed and stowed in a compartment specially designed for this purpose on the inside of the boot lid.

Whilst the world is talking about the introduction of the "three litre" car at the beginning of the new millennium, shortly after the presentation at the Frankfurt Motor Show at the end of 1999 smart launches the cdi engine that consumes 3.4 litres of fuel over 100 kilometres. The most economical form of car transport is born and is a great success. More than 140,000 smart cdis are sold up to the introduction of the successor model in 2007.

2002: smart crossblade for sheer open-air motoring

A special vehicle variant launched on the market in 2002 provides maximum openness - the smart crossblade. It has no doors, no roof and no windscreen. Its drivers can enjoy a truly unparalleled driving experience under open skies with the sun and wind in their face. All that affects sheer dynamic motoring is a narrow tinted wind deflector stretched across the cockpit area. Instead of conventional doors, the crossblade is equipped with steel safety bars at passenger shoulder height. These swing upwards with the help of a gas-operated strut. A year later smart decides to produce a small series of this vehicle. When the smart crossblade is launched in the spring of 2002, smart partner Robbie Williams snaps up the chance to get his own personal model. Shortly afterwards, the model with the number 8 of 2 000 of the limited crossblade series finds a place in his garage.

2003: smart roadster and roadster-coupé

The smart roadster and smart roadster-coupé that are launched in April 2003 offer a particularly intensive and sporty motoring experience. These two vehicles continue the tradition of compact, purist roaders which had their heyday in the 1950s and 1960s.

At the end of 2005 production of the smart roadster and roadster-coupé is discontinued. During the two years that these two versions are built on the platform of the smart fortwo they emphatically demonstrate the dynamism of this vehicle concept.

2003: smart fortwo model refinement

A new, larger three cylinder engine gives the petrol versions of the smart fortwo (previously the city coupé and cabrio) more power. Following the 2003 model refinement, the entry-level version has a 50 hp (37 kW) engine. The higher power

smart now delivers 61 hp (45 kW) from 698 cubic centimetres. The new generation of petrol engines complies with exhaust gas standard EU4. The successful 41 hp (30 kW) cdi diesel engine remains unchanged.

Further new features make the vehicles even more comfortable, safe and dynamic. smart offers technologies to customers as standard that otherwise only come as part of the standard spec in higher vehicle classes: the previous stability control system trust plus is replaced by the electronic stability programme esp® as a standard feature, which also works with selective brake intervention to stabilise the vehicle. In addition, esp® includes further functions which enhance the comfort and safety of the vehicle such as hill start assist, brake assist and acceleration skid control.

In 2003 the smart logo and vehicle names are also changed: the city-coupé and cabrio are renamed the fortwo coupé and fortwo cabrio. The car proudly displays its purpose in its name: fortwo – driving fun for two. From this point in time the front also bears the smart ring as the new brand logo.

2003: smart fortwo BRABUS

In the same year the BRABUS versions developed by the joint venture smart-BRABUS GmbH are presented. As early as 2002 smart and the tuning specialist Brabus from Bottrop form a joint company. In 2004 smart-BRABUS GmbH opens a new company headquarters in Bottrop - an ultra-modern technology and competence centre costing 16 million euros.

2004: smart forfour

In 2004 smart departs from the principle of two seats and a rear-mounted engine for the first time with the launch of the forfour. The sporty five-door car has unaccustomed dimensions for the brand and opens up a new, highly competitive market segment for smart. The smart forfour is larger than all the brand's previous models. Production of the four-seater smart ends in the summer of 2006 after the decision is made to concentrate solely on the fortwo.

2005: smart crosstown

The smart crosstown show car presented at the 2005 Frankfurt Motor Show combines a petrol and an electric engine in a forward-looking hybrid drive. It shows the potential of the unique smart fortwo vehicle concept and arouses

curiosity in the reinterpretation of the smart fortwo to be launched in the spring of 2007. However, there are no plans for series production of the open vehicle with a steeply-angled windscreen.

At a technology forum in 2005 smart presents further vehicle studies with alternative drives: in addition to a prototype of the smart fortwo ev (electric vehicle), the company exhibits a smart fortwo with natural gas drive, a mild hybrid and a cdi hybrid.

2006: smart formore

In 2006 smart presents a concept for an off-road vehicle - the smart formore. As a smart utility vehicle (suv), this all-wheel-drive smart shows the potential of the brand in the compact off-roader segment and conveys the core brand values of innovation, functionality and *joie de vivre*.

2007: the second generation smart fortwo

Almost ten years after the first pilot production smarts rolled off the production line the new smart fortwo is launched on the market. The engineers have built on the strengths of this visionary classic and further developed its virtues.

Concentration on the smart fortwo

Following the decision to stop production of the smart roadster at the end of 2005 and the smart forfour mid 2006, everything concentrates on the smart fortwo and the successor model planned for 2007. Since 2007 smart has been fully integrated in the organisation of the Daimler business division Mercedes-Benz Cars, which also comprises the Mercedes-Benz, Maybach and AMG brands.

smart versatility

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Putting in a smart appearance with the police and fire brigade

The smart fortwo is a cult car – in many respects. Celebrities such as pop star Robbie Williams are proud to be seen with it, but the innovative two-seater also cuts a fine figure in unusual roles. For example in Sweden. There it serves as a police car in some communities – naturally with a flashing blue light. Police authorities in other countries also make use of the smart fortwo's versatility.

smart fortwo models do service in various areas. In addition to the smart police car, there are other models specially designed for use by air field control and the fire brigade. And of course the Mercedes-Benz plant fire brigade in Sindelfingen has used a smart as an agile reporting and control centre vehicle since 1998. The red emergency vehicle is equipped with an alarm horn and blue flashing light and the interior features a telephone, 2-way radio and fire extinguisher.

Further information about smart is available on the internet at:

www.media.daimler.com