



smart – a Daimler brand

smart at the Frankfurt Motor Show 2009

Press Information

Daimler Communications
70546 Stuttgart, Germany

Contents

smart fortwo electric drive
smart goes into series production with second generation electric drive

smart fortwo edition highstyle
New smart special model – stylish, elegant and classy

smart fortwo model year 2010
smart fortwo cdi: 21 percent more power for the CO₂ champion

car2go
Daimler's new concept for individual urban mobility

smart BRABUS tailor made
In future smart will also fulfil unusual customer wishes

A new work of art every day
The publication "Visionaire" and smart celebrate the era of electricity

Page

2

6

8

10

12

13

Date:

15 September 2009

Contact:

Wolfgang Zanker

Tel.:

+49 (0)711 17-75847

Mobile:

+49 (0)160 8614750

Email:

wolfgang.zanker@daimler.com

Winfried Schult

Tel.:

+49 (0)711 17-75851

Mobile:

+49 (0)160 8653210

Email:

winfried.schult@daimler.com

smart goes into series production with second generation electric drive

Stuttgart – From mid November 2009 the new smart fortwo electric drive will roll off the production line at the smart factory in Hambach, France. Unlike its predecessor, the electrically driven smart fortwo of the second generation is fitted with an innovative and highly efficient lithium-ion battery. It is housed in a space-saving position between the axles, which means that space is not compromised in any way in the intelligent two-seater vehicle. A 30 kW electric motor is fitted at the rear. This provides for good acceleration and high agility with 120 Newton metres of torque that are immediately available. The smart fortwo electric drive can be charged at any normal household socket. In Germany, a full battery charge costs approximately two euros and is sufficient for a range of around 135 kilometres – more than enough for city traffic. smart has made electric drive a practical alternative for zero-emission mobility in urban areas. The new smart fortwo electric drive is initially being leased to customers in Berlin and other cities in Europe and the USA who will subject the environmentally friendly trendsetter to intensive real-world testing in tough everyday conditions. From 2012 it will be available to anyone interested.

Environmental friendliness and contemporary functionality have been defining features of the smart fortwo ever since it was launched more than ten years ago. Since then its innovative concept has combined sustainable, forward-looking technologies with individual urban mobility. With a length of just over two and a half metres the extremely compact vehicle can also park perpendicular to the flow of traffic. In addition, the space-saving and environmentally friendly two-seater currently has the lowest fleet consumption and brings its occupants to their destination comfortably and safely. Its design is fresh, youthful, modern and yet sophisticated and has made it an automotive lifestyle icon which shows that mobility, responsibility to the environment and *joie de vivre* are compatible with one another. The smart fortwo has established a class of its own.

smart fortwo electric drive offers innovative driving fun

The new smart fortwo electric drive from the popular brand that will roll off the production line from mid November 2009 is a logical continuation of a very ambitious goal: the production of a well-engineered, attractive city car that has no local exhaust gas emissions i.e. a zero emission vehicle. smart started emission-

free driving in the tough everyday conditions of city traffic in 2007 in London. Since then 100 smart fortwo electric drives of the first generation have been in practical customer operation. The feedback from the UK capital has been very positive and confirms the high degree of maturity of this vehicle concept.

Page 3

In 2008 smart presented the second generation smart fortwo electric drive, a more advanced electric drive with an innovative lithium-ion battery. Lithium-ion technology has decisive advantages over other types of batteries including higher performance, shorter charging times, a long life and high reliability. Marc Langenbrinck, responsible for brand management at smart, says: "The second generation smart fortwo electric drive is based on a successful and accepted vehicle concept with character and inherent environmentally friendly characteristics. Its innovative electric battery drive makes it the perfect car for the city: it is agile, economical and climate-friendly. Motoring with zero local emissions in an urban environment has become a reality. This equates to driving fun with a clear conscience."

Electric drive taken into account in the very first concept

Electric drives have been part of the smart concept right from the start. The later integration of the components needed for electric drive was planned at a very early stage. For example, there is space for the battery in the underfloor between the axles where the tank is located in other smart models. The electric drive module does not limit the space available in the smart fortwo electric drive in any way; there is just as much interior and luggage compartment space as in a smart fortwo with a combustion engine.

Powerful drive

A 30 kW magneto-electric motor is installed at the rear of the new smart fortwo electric drive and reacts immediately and without delay. Powerful torque of 120 Newton metres is immediately available. This results in a surprising amount of power when pulling away. The smart fortwo electric drive accelerates from 0 - 60 km/h in 6.5 seconds – just as quickly as a petrol model which it initially leaves behind it. Its maximum speed has been deliberately limited to 100 km/h, a suitable speed for the city. Thanks to the power characteristic of the electric motor, the smart fortwo electric drive needs just one single fixed gear ratio. There is no need for any gear changing – a major advantage in dense city traffic. To reverse, the engine's direction of rotation changes.

The second generation smart fortwo electric drive is powered by a lithium-ion battery from Tesla Motors Inc. with capacity of 14 kWh. It is simple to charge at any fused 220 Volt socket.

Page 4

A fully charged battery is sufficient for up to 135 kilometres of driving fun (NEDC). This range is more than enough for city traffic as studies have shown that cars drive an average of 30 - 40 kilometres per day in towns and cities. For this, the vehicle only needs to be charged for three hours. Plugging the car in overnight will fully recharge the battery.

Electronics optimise the battery charge status and power consumption

Special electronics ensure that all is well with the battery. The electronics also monitor the charging process and control the capacity display. The vehicle's power electronics supply the electrical system with electric current from the battery via a DC/DC converter. In addition, they also control the heating and air conditioning, for example, to minimise the strain on the battery. Clever drivers can air condition their smart fortwo electric drive in advance as long as their vehicle is being charged at home - the long-standing dream of stationary cooling becomes a reality! No other car offers this comfortable option.

The new second generation smart fortwo electric drive is based on the smart fortwo coupé/cabrio passion. As well as air conditioning with automatic temperature control all the equipment features of the popular passion equipment line are included. In addition to the battery indicator, an ammeter shows the consumption and the recuperated energy.

Very low costs

Based on German electricity prices it costs approximately two euros to drive the smart fortwo electric drive for 100 kilometres (even cheaper with off-peak electricity). This is less than the price of two litres of petrol. Electric power is much cheaper in lots of countries. The maintenance costs are considerably lower than those of a smart with a combustion engine as the battery, motor and other components of the electric drive are maintenance-free.

In addition to the low running costs, there are further cost advantages in lots of countries and cities. For example, drivers of a smart fortwo electric drive are entitled to national subsidies, tax advantages or exemption from local toll charges such as the city centre congestion charge in London.

From the end of 2009 the smart fortwo electric drive will be delivered to selected leasing customers. Leases will be offered for a period of four years and 60,000 kilometres. The first vehicles are destined for the "e-mobility Berlin" project. Here, in cooperation with the energy provider RWE and with the support of the German government and the city of Berlin Daimler is creating the conditions for running battery-driven vehicles with no local emissions. This includes setting up a network of electricity charging stations that enable intelligent communication between electric vehicles and the power network so that the battery can be charged when electricity is cheapest.

Further vehicles of the new generation smart fortwo electric drive will take to the roads of Hamburg, Paris, Rome, Milan, Pisa, and Madrid and they will also be deployed in further projects in Europe. Some of the models will also go to cities in the USA.

There is already a very lively demand for the smart fortwo electric drive, and from 2012 it will be produced in large volumes as a normal part of the smart range and sold via the smart dealer network. This underlines the pioneering role of the car brand on the way to attractive individual mobility with zero local emissions in cities and urban population centres.

New smart special model – stylish, elegant and classy

- **Environmental technology, functionality and style**
- **Exclusive special finish and elegant interior**

smart is welcoming the autumn with a particularly stylish special model that is characterised by high quality equipment, fine materials and an unusual appearance. The new smart fortwo edition highstyle features exclusive paintwork in trendy chocolate brown metallic and elegant 12-spoke 15" alloy wheels. The exclusive interior of the special model boasts a harmonious mix of fabric and leather. The smart fortwo edition highstyle is available with a 52 kW/71 hp or a 62kW/84 hp petrol engine. The 52 kW variant is fitted with a comfortable automatic start/stop system as standard which shuts down the engine when the vehicle is stationary, noticeably reducing fuel consumption. Style, *savoir vivre* and zest for life go hand in hand with environmentally friendly technology.

The new smart fortwo edition highstyle continues the series of unusual and successful special models from the trendsetter for urban mobility. The unconventional car manufacturer questions the status quo and takes fresh and unusual approaches. The new special model from the environmentally friendly lifestyle brand combines cutting edge environmental technology and functionality with a discerning sense of style. In the smart fortwo edition highstyle *joie de vivre* and classy elegance are combined in perfect harmony.

Even at first glance the new special model demonstrates its high standards of style and elegance with its classy chocolate brown metallic finish. 15 inch alloy wheels in an elegant 12-spoke design and edition highstyle logos in aluminium look are further highlights that round off the exterior appearance to perfection.

The classy design of interior also demonstrates a young spirit, an open, new way of thinking and a confident style. Exclusive, gleaming metallic leather on the seats and in the doors contrasts with the light and dark fabric ensemble reserved for this special edition. Decorative brown seams are a subtle reference to the exterior. The kneepad and instrument panel have a leather look. The 3-spoke sports steering wheel with steering wheel gearshift is covered with leather, as is the gear knob. Trim parts that shimmer in matt silver round off the high quality yet dynamic impression of the interior.

The new smart fortwo edition highstyle is based on the coupé passion. Among other features this equipment line comes with softouch automatic gear programme, electric windows, air conditioning with automatic temperature control, and a panoramic roof with sunblind. The standard equipment of the edition highstyle also includes dashboard instruments and the radio 9. Electric power steering, heated seats, a lockable glove compartment and the smart sound system with a smart MP3 interface are optionally available.

Page 7

The new special model also demonstrates the smart fortwo style when it comes to environmental friendliness. Not only does it fulfil the strict exhaust gas standard EU 5, the 52 kW variant is moreover fitted with micro hybrid drive (mhd) technology as standard. This clever and comfortable automatic start/stop system shuts down the engine as soon as the driver brakes and the vehicle's speed falls below 8 km/h – for example when approaching traffic lights. The engine starts again in the fraction of a second when the driver releases the brake pedal. The system is fully automatic – the driver does not need to do anything. In urban traffic with frequent stop and go situations, fuel savings of almost 20 percent are possible with mhd.

The special model smart fortwo edition highstyle is available with a 52 kW/71 hp engine fitted with mhd or with a 62kW/84 hp engine and costs €15,695 and €16,195 respectively (German list price including VAT).

smart fortwo cdi: 21 percent more power for the CO₂ champion

- **Power boost for the smart fortwo cdi without increased fuel consumption**
- **All smart fortwos now comply with EU 5**

For model year 2010 the smart fortwo cdi has been given a clear power boost, yet it remains just as economical and environmentally friendly as before. In future the state-of-the-art three-cylinder diesel engine will produce 21 percent more power and deliver approximately 18 percent more maximum torque. Although this extra power makes the two-seater car noticeably livelier, it does not affect its exemplary fuel consumption. As before, it consumes just 3.4 litres of diesel per 100 kilometres (NEDC). Furthermore, with CO₂ emissions of 88 g/km it continues to assert its leading position as the CO₂ champion. In addition, from model year 2010 all versions of the smart fortwo (including the BRABUS versions) will comply with the strict emission limits of the EU5 standard.

The smart fortwo enjoys the worldwide reputation of being a car that is perfect for our times. Thanks to its unique concept it takes up minimum road and parking space, boasts low fuel consumption and carbon dioxide emissions and combines mobility, ecology and *joie de vivre* in a unique way. For model year 2010 smart is uncompromisingly continuing its philosophy and making the smart fortwo even more environmentally friendly and attractive.

The most important change: the smart fortwo cdi with a length of 2.69 metres is redefining economy and driving fun. Its reengineered diesel engine now has an output of 40 kW/54 hp – 7 kW or 21 percent more than its predecessor. Moreover, the new three-cylinder engine delivers maximum torque of 130 Newton metres (an increase of 18 percent). This makes the car that is bursting with lifestyle appeal even more agile and fun to drive. Thanks to the power boost it now sprints from 0 - 100 km/h in just 16.8 seconds. However, the increased liveliness does not affect the outstanding fuel consumption and emission figures of the trendy two-seater car. The combined fuel consumption still stands at 3.4 litres per 100 kilometres and the amazing low CO₂ emissions of just 88 g/km mean that the smart fortwo cdi is still the CO₂ world champion among all production cars with combustion engines.

The 21 percent power increase is primarily realised through modified pistons in conjunction with adjusted injection and charge pressure parameters. Page 9

Furthermore, thanks to the increased torque it was also possible to lengthen the gear ratios of the third and fourth gears by 10 and 11 percent respectively, and to lower the shifting points in the automatic programme. This reduces the rpm level in speed ranges used particularly frequently – with benefits in terms of fuel consumption and noise level! The smart fortwo cdi is equipped with a closed diesel particulate filter and emissions are substantially below the limit values laid down in the EU5 standard.

Thanks to optimised engine and transmission management the model year 2010 petrol models of the two-seater car also comply with the demanding EU5 exhaust gas standard. Not only does this give customers a clear conscience – in many countries it entails clear tax advantages.

New contrast components in shiny pearl black, which further upgrade and add to the harmony of interior of the smart fortwo, and a new folding armrest available as an option provide for increased comfort.

Further optional equipment includes the smart hands-free system with a colour display and extensive multimedia functions. It features the sassy design typical of the brand, a Bluetooth® interface, voice control and optional iPod® connection and is perfectly integrated in the vehicle electronics and the audio system. It is simple and safe to operate via a wireless controller on the centre console.

All model year 2010 smart fortwo variants can be ordered now. The prices for the petrol models are unchanged. In future the smart fortwo cdi coupé in the pure equipment line with a 40 kW/54 hp engine will cost €11,790 (German list price incl. VAT).

Daimler's new concept for individual urban mobility

- **Rent a smart spontaneously on the street**
- **19 cents per minute including all costs**

In the Southern German city of Ulm Daimler AG has realised a new mobility concept that makes driving a car as easy as using a mobile phone. The principle of the fittingly named car2go project: anyone who needs a car can rent one of the smart fortwo cdis distributed around the city spontaneously around the clock or pre-book it online or with a mobile phone. Customers can use a vehicle for as long as they want and then simply leave it at any free parking space within the operating area at the end of the rental period. In areas with a shortage of parking spaces or managed parking facilities such as Ulm city centre, there are also numerous specially marked car2go parking spaces.

The simple rental principle goes hand in hand with a clear cost structure: hiring a vehicle costs 19 cents per minute. Tax, insurance, miles travelled and even the fuel are included in this price. Attractive flat rates apply for longer rental periods. An hour costs €9.90, a day costs €49.

All that customers have to do to use the mobility service is to register once free of charge. A small seal is then affixed to their driving licence. This enables every car2go vehicle to be opened with a card reader behind the windscreen.

car2go was launched as a public pilot project in Ulm in March 2009. All registered citizens and visitors to the city can use a fleet of 200 blue and white smart fortwo cdis. More than 10,000 customers, some 10 per cent of all holders of driving licenses in Ulm, have registered to date with a rising trend. Customers can register online at www.car2go.com or in the car2go shop at the Stadthaus in Ulm, next to Ulm cathedral. The car2go seal for driving licences is also issued here.

However, the pilot project in Ulm is not the end of the story - international expansion of the concept was planned right from the start. Numerous enquiries have already been received from cities around the world that also want to offer car2go to their residents. At the end of this year Daimler will venture abroad with car2go and will launch the project in Austin, Texas. From the autumn of 2009 a fleet expected to comprise of 200 smart fortwos will take to the roads there.

With a population of approximately 750,000 the Texan capital is much larger than Ulm. It is characterised by its open-mindedness and its extremely committed and active citizens. "We are really pleased to be the first international partner of car2go" says Mayor Will Wynn. "Our city is well known for its commitment to environmental issues and car2go is a perfect fit because it enables us to offer the citizens of Austin an intelligent mobility concept with an extremely positive environmental angle. The project has our full support."

Page 11

car2go is a further important element in Daimler's strategy on the way to sustainable mobility. car2go will also be presented at the Frankfurt Motor Show.

In future smart will also fulfil unusual customer wishes

- **Customised individuality with a guarantee**
- **Thousands of colours, around 100 high quality leather types**

smart is introducing a new service that aims to meet the requirements of all those customers who want to drive a smart fortwo customised to their own ideas. The guiding principle of the new "tailor made" programme is "Anything is possible". To accomplish this smart is offering extensive special equipment options in addition to the normal equipment variants. For example, customers can choose the exterior colour, types of leather and cabrio soft top colour from a wide range. There are barely any limits. The following are available:

- Exterior finishes in thousands of different colours
- Automotive leather in around 100 colours and exclusive design variants
- Six cabrio soft top colours
- The whole smart and smart-BRABUS range of accessories

Those who feel overwhelmed by all the possibilities can choose from attractive "tailor made" packages.

The "tailor made" models are made-to-measure in the truest sense of the word. This means that not only are they individually made; they are customised at the factory with masterly craftsmanship using top quality materials and parts tested by the manufacturer. And of course they come with a full manufacturer's guarantee.

Smart BRABUS tailor made sets new standards of car customisation in this class.

The publication "Visionaire" and smart celebrate the era of electricity

- **Communications bridge between smart and the popular magazine**
- **Urban creativity and environmental technology**

Avant-garde meets avant-garde. The 57th issue of the legendary New York fashion and art publication Visionaire focuses on the unique two-seater smart fortwo. "Visionaire 2010" is the first electric issue of the publication. 52 internationally renowned curators and collectors were recruited and selected 365 works of art for this issue. In the form of an electrically operated calendar "Visionaire 2010" is a forward-looking compendium of contemporary art. The cooperation with Visionaire was motivated by the launch of the second generation smart fortwo electric drive.

Visionaire was founded in 1991 in New York as a forum for creative exchange. Each issue is devoted to a certain topic and is individually designed. This means that the format of the internationally respected publication changes with each issue. "The New Yorker" sees Visionaire as "a creative playing field for leading designers, artists, photographers and thinkers and "W Magazine" calls it "the couture version of a magazine".

Marc Langenbrinck, Head of Brand Management, Sales & Marketing at smart says "Contemporary works of art meet with forward-looking technology – this is what unites smart and "Visionaire". The first electric issue of the magazine underlines the leading role of the car brand on the way to environmentally friendly, sustainable concepts for individual mobility of the future. The project forms part of smart's activities in the field of urban creativity and sustainability and its "plug-in" operation complements the market launch of the second generation smart fortwo electric drive."

The 52 guest curators of Visionaire "2010" include artists such as John Baldessari, internationally renowned museum curators such as Klaus Biesenbach (MoMA) or Christine Marcel (Centre George Pompidou), collectors of contemporary art like Pharrell Williams, Mario Testino, architect Zaha Hadid and actors Natalie Portman and Tilda Swinton. Fashion designers Raf Simons and Marc Jacobs and Dr. Renate Wiehager, Head of the Daimler art collection, are also among the curators.

Each of these curators selected seven artists. The artists include Adel Abdessemed, Agathe Snow, Bruce Nauman, Cao Fei, Dominique Gonzalez-Foerster, Gabriel Orozco, Gelitin, Guyton\Walker, Kalup Linzy, Kaws, Maurizio Cattelan, Nathalie Djurberg, Olafur Eliasson, Paul Chan and Steve McQueen. In this way the "Visionaire" issue "2010" forms a compendium of contemporary art.

Page 14

At the same time as the publication of the avant-garde magazine, smart is launching the second generation fortwo electric drive with a lithium-ion battery. The electric smart concept celebrated its world premiere in 2006. Since 2007 the smart fortwo electric drive with a sodium-nickel-chloride battery has been in operation on the roads in a first pilot phase – for example in London where 100 vehicles are being tested in everyday use. From the end of this year the smart electric drive will be produced with a lithium-ion battery. Lithium-ion technology has decisive advantages over other types of batteries including better performance, shorter charging times, a long life and high reliability. From 2010 smart will therefore bring the first plausible solution for motoring without any local emissions to selected cities.

The issue "2010" which is published worldwide is a communications bridge between smart electric drive and the first electric issue of Visionaire. At the same time it unites the design expertise of both brands. Following the tradition of the multi-format publication, the unusual calendar will be produced in a limited edition of 4000 copies. It will be published in October. smart showed first impressions of the calendar at the St. Moritz Art Masters in August 2009.

The issue will be distributed via design bookshops, museum shops, fashion and lifestyle boutiques. "2010" can also be ordered directly from Visionaire (www.visionaireworld.com). The price is USD 295. Earlier issues of Visionaire are long since being traded as collector's items.