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smart #2 Early Ordering for Europe Starts Right After World Premiere



- Early ordering for the new smart #2 opens on October 13, 2026
- Customers in the European sales regions can place a binding order for the smart #2 directly with their local smart partners
- The new smart #2 will be available at an attractive entry price across all European markets

October 12, 2026, Leinfelden-Echterdingen, Germany. At the world premiere of the all-new smart #21 in Paris, smart Europe already initiated an early ordering option, based on the high interest in the new vehicle. The all-electric two-seater will be available for a binding order from October 13 across Europe. Starting at 19,990 €² in several European countries like Germany, France, and Italy, the smart #2 marks a new era for one of the most iconic city cars ever built. Customers in Europe placing an early order will have the opportunity to secure their smart #2 ahead of full market availability in 2027. The full e-commerce launch will follow in the first half of 2027, when the smart #2 will become available through all smart online channels.



The smart #2 retains the wheels-at-the-corners stance that has defined the model since its first generation, maximising interior space within an ultra-compact footprint. With a turning circle of 6.95 metres curb-to-curb, the smart #2 makes navigating tight city streets and parking in narrow spaces effortless. Its five-link rear suspension, a first in its class, supports confident and composed driving in the city and on the highway, backed by 65 kW DC fast charging and up to 290 km of combined range (WLTP; target value)³.



"Since we announced the smart #2, we have seen extraordinary anticipation from our community. Even before we had an official start date for early ordering, smart enthusiasts were already reaching out to our retail partners to ask when they could place an order for the new smart two-seater. Now we can cater the numerous two-seater fans in Europe who have been waiting for so long to reserve one of the first smart #2."

Remo Guthauser, Sales Director Europe at smart Europe GmbH

smart #2 with Attractive Entry Pricing under €20,000

The all-new smart #2 is available in four distinctive trim lines, starting at €19,990, depending on local customs in each individual European sales region of smart. As an example, the overview below shows the starting price for each variant of the smart #2 in Germany:

Trim Line / Starting Price⁴

Pure / €19,990

Pure+ / €20,990

Premium / €24,490

Couture Edition / €25,690

Several Trim Lines for Various Preferences and Lifestyles

For the European market regions, the smart #2 will be available from the start in three core trim lines, smart #2 Pure, smart #2 Pure+, and smart #2 Premium, complemented by the strictly limited smart #2 Couture Edition.

smart #2 Pure is the confident starting point to the smart #2 range combining essential features with a comprehensive equipment package for urban mobility. Vehicle-to-Load (V2L)⁵ allows the smart #2 to power compatible external electrical devices. Driver assistance features include smart Pilot Assist⁶ and Adaptive Cruise Control (ACC) with Stop & Go and Highway Assist.

smart #2 Pure+ builds on the foundation of the smart #2 Pure with 11 kW AC charging and a heated driver seat.

smart #2 Premium adds features like a fixed glass roof, man-made leather seats and the dedicated 7-speaker Sennheiser Sound System. Additional colour combinations offer further configuration options.

smart #2 Couture Edition is limited to 999 units in Europe. It features an Atelier White Matte exterior paint with a Platinum Gold roof and a dedicated equipment configuration.

For further information on the smart #2 early order process and the full smart #2 trim line details, visit [smart.com](https://www.smart.com).



More images can be found at the Media Library:

Images

media.smart.com

Disclaimer

¹ Note on the smart #2's vehicle status: The vehicle is currently still undergoing the homologation process (type approval process). The technical specifications, equipment features, and functions listed are based on the current state of development and are subject to change during the homologation process. Delivery will take place once homologation is complete. Upon delivery, the vehicle will correspond to the production specification confirmed by homologation.

² Prices may vary across European markets. Different terms and conditions apply to customers. For exact prices per country, refer to smart.com.

³ Energy consumption combined in kWh/100 km (WLTP): 13.6 (Pure / Pure+ / Premium / Couture Edition); CO₂ emissions combined (while the car is in operation) in g/km: 0; CO₂ class: A; electric range (WLTP) in km: 290 (Pure / Pure+ / Premium / Couture Edition). These are preliminary details. The vehicle is currently undergoing the EU homologation process. These details are subject to final homologation. Changes are therefore possible. Once the EU homologation process is complete, smart will publish the official figures through the usual channels.

⁴ Prices are exclusive of country-specific delivery and registration costs. Prices may vary across European markets. Different terms and conditions apply to customers. For exact prices per country, refer to smart.com.

⁵ V2L requires special accessory (sold separately). The functionality is only available in type F socket. Hence, in some countries the use may not be possible or restricted as the compatibility may not meet the local standard for external devices.

⁶ All smart driver assistance and safety systems are aids and do not release the user from his responsibility as a driver. Observe the information in the operating instructions and the system limits described there.

About smart

smart Europe GmbH is a wholly-owned subsidiary of smart mobility International Pte. Ltd. and was founded in June 2020 in Leinfelden-Echterdingen, near Stuttgart. smart Europe's international team is responsible for all sales, marketing and after-sales activities for the next generation of smart vehicles, products and services of the brand in the European market. With Wolfgang Ufer as CEO and Martin Günther as CFO, the company is developing its full potential in Europe with a highly efficient and customer-oriented business model. The international smart joint venture was established between Mercedes-Benz AG and Geely Holding Group. smart positions itself as a leading provider of intelligent electric vehicles in the premium segment.

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