November 5 2026, 09:00 (CET)

smart Strengthens Digital Customer Services Development with Hello # Creator Expertise



- **The appointment of Hello # creator Clement Gonzalvez as Principal, Mobile Experience supports the continued development of the Hello smart app and future digital customer experiences**
- **smart Europe strengthens its digital customer services by bringing community feedback and product development closer together**
- **The company's approach underlines its commitment to co-creation and customer-centric innovation**

November 05, 2026, Leinfelden-Echterdingen, Germany. smart Europe is reinforcing its commitment to dedicated customer solutions and translating real-world insights into products and services that create meaningful value. Consequently, smart is bringing valuable community-driven experience closer to digital product development. A latest proof is the appointment of Clement Gonzalvez, creator of Hello #, one of the most popular independently developed companion apps for vehicles from smart. By joining the smart Europe Customer Services team, Clement Gonzalvez will contribute to the company's commitment to co-creation and customer-centric innovation.

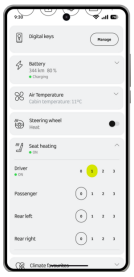
As an iOS engineer and mobile app developer, Clement Gonzalvez developed the smartphone app Hello # independently and without any commission or funding from smart. Clement Gonzalvez refined the app through close interaction with the smart community and their feedback. In his new role as Principal, Mobile Experience, he will contribute this experience and perspective to the continued development of the official Hello smart app and broader digital customer experiences at smart Europe.



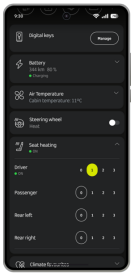
"At smart, we take a holistic approach on customer services that goes beyond our all-electric vehicles. A convenient and intuitive digital companion for every journey is a crucial element. Clement saw an opportunity, listened to our customers and created something valuable entirely on his own initiative. That's the kind of passion and entrepreneurial spirit I admire. And it's exactly the mindset we want at smart. Bringing him onto the smart Europe team is a clear signal of how we want to work: stay curious, listen to our community, and act on what we hear."

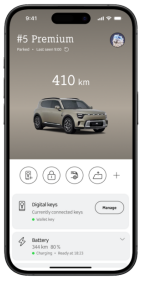
Wolfgang Ufer, CEO of smart Europe GmbH

Within the Customer Services department at smart Europe, Clement Gonzalvez and the team will help develop and enable best-in-class digital solutions for smart customers, supporting the continued evolution of the Hello smart app as the digital companion for smart drivers of the smart #1, smart #3, smart #5, as well as the upcoming smart #2 across Europe.






Digital keys
Manage
Battery
Air Temperature
Steering wheel
Seat heating
Driver
Passenger
Rear left
Rear right


#5 Premium
410 km
Digital keys
Manage
Battery

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.

Contact details

Matthias Reintgen
Manager Communications; Spokesperson smart Europe

Topics: Corporate, R&D, Business Partnerships, Product and Technology, smart #2
eu.communications@smart.com

Copy link

https://media.smart.com/en-CEU/274073-smart-strengthens-digital-customer-services-development-with-hello-creator-expertise/