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It's Coming Back: smart #2 Takes to the Streets Through a Global Mural Campaign



- Bringing its “Change of Perspectives” philosophy to the streets, smart surprises the public with an unexpected first glimpse of the all-electric smart #2 through an expansive contemporary mural art installation.
- Continuing a rich legacy of artistic co-creation, bespoke murals across Berlin, Paris, Shanghai, Hong Kong, Buenos Aires, and Melbourne, transform the upcoming new two-seater into a vibrant dialogue between modern design and urban culture.
- The smart two-seater is coming back, perfectly combining its iconic ultra-compact footprint with unmatched capability for a new era of urban electric driving.

August 4, 2026, Leinfelden-Echterdingen, Germany. As the iconic city two-seater is officially coming back, smart is utilising an unconventional street mural format to offer the first glimpse of its signature design. By transforming several of the world’s most vibrant metropolises into an open-air gallery, this special initiative seamlessly intertwines modern electric mobility with authentic street culture, setting the stage for a spectacular return of the two-seater from smart ahead of its world premiere.



smart #2 Paris Mural

"Berlin and Paris are more than creative canvases. Here we find special gateways for introducing the design of the smart #2, the purest expression of our brand's DNA, to our European audience. This new two-seater reflects the evolution of our ultra-compact heritage car, engineered with the refined sophistication and urban agility that European customers demand. Created by the Mercedes-Benz design team together with renowned local artists, these murals bring that design philosophy into the streets the smart #2 is made for. This gives us in Europe and on a global stage a first very special encounter with the smart #2's look and perfectly sets the stage for the upcoming world premiere in Paris."

Wolfgang Ufer, CEO of smart Europe

smart #2 Mural Co-creation to Highlight "Change of Perspectives"

From the very beginning, smart has sought to reimagine urban mobility, spark cultural dialogue, and bring new ideas to life in the heart of the city around the world. Defined by the formula "s+m+art" (Swatch + Mercedes + Art), art is deeply embedded in the brand's history, and this creative journey remains a constant pursuit. Making a splash worldwide with this mural co-creation initiative, smart is aligning with creative automotive designers and contemporary artists in a unique convergence of style and innovation that inspires a "Change of Perspectives". Rather than being confined to conventional auto exhibitions, these special smart #2 artworks turn into an unexpected shared cultural experience.



smart #2 Berlin Mural in the making

Mastering the City: smart #2 as the Evolution of a Revolution

Beyond the vibrant paint and collective urban energy, these curated artworks tease the undisputed halo product of the smart portfolio. Styled by the Mercedes-Benz Global Design Team, the smart #2 stays true to its brand's design philosophy "Love, Pure, Unexpected". This design principle flows naturally throughout the vehicle. Full, generous volumes and softly sculpted surfaces carry forward the iconic footprint and friendly character established by its predecessors, creating an approachable design that sparks joy. The side profile retains the compact silhouette of the smart Concept #2, while playful, unexpected details add a distinctive and contemporary expression.

A Global Canvas: Weaving smart #2 Murals into the Cityscape

The visionary mural art showcase unfolds across six cities on several continents, weaving the vehicle's design cues into diverse local cultures and highlighting the positive co-creative synergy that embodies the open-minded nature of smart. The urban murals will soon arrive at the brand's European roots in Berlin, a city of deep significance to smart and historically the stage for introductions of new mobility solutions and world premieres. Here, the Mercedes-Benz Global Design Team, the creative force behind the vehicle's aesthetic, will blend automotive design with street art at the historic East Side Gallery.

Following this, the initiative will reach its vibrant crescendo on the streets of Paris, long the backdrop for the brand's boldest moves. Capturing the raw urban energy of the metropolis, French street artist Brusk will deploy his signature dripping, kinetic style to turn static walls into visual adrenaline, acting as the artistic prelude to the vehicle's grand premiere in mid October.



smart #2 Mural in Shanghai

The cross-cultural dialogue is also visible in Shanghai, a major city rich in brand history, where contemporary artist Zhu Bin collides traditional motifs with neon-drenched modernism.



smart #2 Mural in Hongkong

In the hyper-dense city of Hong Kong, the four-member street art collective Parents Parents created a bold mural that proves a point: in a crowded urban environment, an ultra-compact footprint is the ultimate advantage.



smart #2 Mural in Buenos Aires

The campaign then anchors the global expansion of the brand in the Southern Hemisphere. In Buenos Aires, internationally acclaimed artist Martín Ron captures the Argentinian city's vibrant passion, combining powerful storytelling with the magical realism and the nation's iconic hues.



smart #2 Mural in Melbourne

Meanwhile, in Melbourne, Australia's undisputed street art hotspot, the dynamic contemporary artist Georgia Laurie integrate the vehicle into an immersive mural, blending

her signature design with intricate detailing and cinematic visual storytelling.

Highly anticipated by drivers and creative minds in Europe, the all-electric smart #2 is set to make its World Premiere at the Paris Motor Show in October 2026.

Find more details at smart.com.

More images can be found at the Media Library:

 **smart #2**

media.smart.com

Disclaimer:

smart #2: 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. The vehicle shown may include optional equipment that is not available in all markets or for all model lines, and/or is available only at an extra cost.

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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