November 3 2026, 09:00 (CET)

smart #2 Swiss Premiere at Opening of New Flagship Venue in Zurich



- **New flagship venue smart Atelier in downtown Zurich as location for the Swiss team as well as for vehicle presentations, training courses and events**
- **smart Atelier is designed as collaboration space with business partners and cultural offerings for the public**
- **First public appearance of the all-new smart #2 in Switzerland, with the vehicle on display at the Atelier and Auto Zürich from November 5 to 8**

November, 3, 2026, Leinfelden-Echterdingen, Germany. smart has opened its new Atelier in downtown Zurich, marking a new chapter for the brand in Switzerland. At the opening night, Wolfgang Ufer, CEO smart Europe and Elias Klauser, CEO smart Switzerland, unveiled the all-new smart #2[1] to more than 100 guests in the new flagship store. Following its world premiere in Paris less than a month ago, the all-electric two-seater is now making its first public appearance in Switzerland.



"The enthusiasm of customers about the early order offer for the new smart two-seater across Europe has been exceptional so far. With the smart Atelier, we're bringing this ultra-compact urban car right into the heart of the city in Zurich, to the people who it was made for. This multifunctional venue provides many new opportunities for customer engagements and brand experiences: to present, explore, collaborate and celebrate. The opening event in Zurich was the perfect proof for the concept of this venue – with a fantastic atmosphere and great conversations about our brand and product line-up, which gives our whole team even more motivation for the next chapters with smart."

Wolfgang Ufer, CEO smart Europe GmbH



A New Place for smart in the Heart of Zurich

The smart Atelier is the new home of the smart Switzerland team and a multifunctional space for vehicle presentations, training sessions and events. It is designed to accommodate different formats. The premises are also available for use by external companies and business partners, for example as office space or for gastronomic services such as a café.



The smart Atelier reflects the brand's design DNA, incorporating elements inspired by the current smart vehicles. The venue’s audio system is supplied by Sennheiser and its clever use of space reflects the versatility of smart's product portfolio: just as the brand offers all-electric mobility solutions tailored to different needs and lifestyles, the new location in the heart of Zurich can accommodate a variety of formats and occasions.

"We are delighted to have found a new home for smart in Switzerland in the centre of Zurich. The location gives us the opportunity to bring our vehicles closer to customers and create a dedicated space for the brand in the city. Combining the opening with the Swiss premiere of the smart #2 makes this a particularly fitting start for the Atelier."

Elias Klauser, CEO smart Switzerland



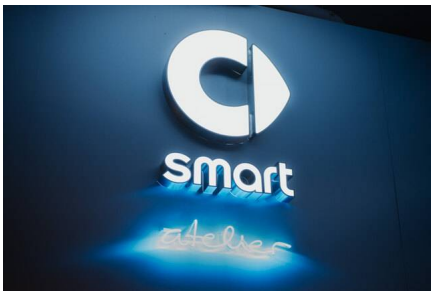
The smart #2 Arrives in Zurich
From 5 to 8 November 2026 the smart #2 will be on display at both the smart Atelier and at the Switzerland's largest automotive event Auto Zürich. This marks the first opportunity for the Swiss public to experience the vehicle in person, making Zurich one of the first locations after Paris where the new model can be seen following its world premiere. Visitors will also have the opportunity to place their orders for the new smart two-seater directly on site.



The smart #2 was unveiled at the Paris Motor Show on 12 October 2026, and its Early Order offering for left-hand-drive models opened across Europe on 13 October. The limited Couture Edition sold out within two weeks in all European markets where it has been offered to date, including Switzerland. Customers can still pre-order the smart #2 Pure, smart #2

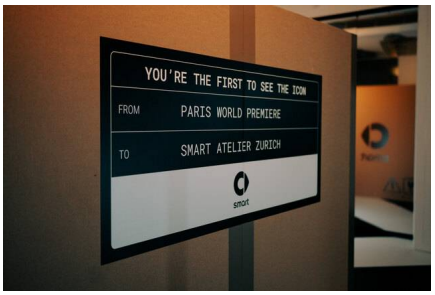
Pure+ and smart #2 Premium as left-hand-drive models. Prices[2] for the all-electric two-seater start at €19,990 in several European markets, including Germany, France and Italy. In Switzerland, the smart #2 starts at CHF 18,300.

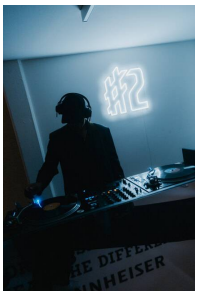














Disclaimer

[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.

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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