



October 21 2026, 15:00 (CST)

smart Officially Launches in Thailand with Thonburi Group, Introducing a New Generation of Premium All-Electric Vehicles

- smart officially launches its brand in Thailand, celebrating a strategic partnership with Thonburi Group as its official local importer and distributor.
- The highly anticipated new-generation portfolio debuts in the market, featuring the smart #1, smart #3, and smart #5.
- As part of its “Year of Opening New Frontiers”, smart continues to expand its global presence, reinforcing its commitment to shaping the future of sustainable mobility across Southeast Asia.

(October 21, 2026, Hangzhou, China) – Advancing its global expansion, smart, the contemporary premium EV brand, today announced its official market launch in Thailand through a strategic partnership with Thonburi Group, its official importer and distributor in the country. This move brings smart’s all-electric portfolio and premium brand experience to customers in Thailand, adding to the brand’s growing regional footprint.



smart launches in Thailand in partnership with Thonburi Group

The newly launched Thailand lineup features the smart #1, a premium compact SUV; the smart #3, an SUV coupé; and the smart #5, a premium mid-size SUV. Together, they offer a diverse range of choices to suit different customer needs and lifestyles, delivering a sophisticated and intelligent driving experience. Every model in this new-generation portfolio embodies the brand's core **D.N.A.—Designed with Love, No Compromise on Safety, and Amazing Drives.**



smart offers a diverse range of choices to suit different customer needs in Thailand

To guarantee a world-class customer journey, smart is rapidly establishing its local presence. The brand will open its first dedicated smart flagship showroom in Bangkok later this year. Furthermore, to provide unparalleled convenience and service integration, smart's sales and after-sales experiences will be supported by the extensive, established premium retail network of Mercedes-Benz.



Mr. Kang Yi, Global CMO of smart

"Officially launching in Thailand is an important step for smart, significantly expanding our presence in Southeast Asia. The country's evolving EV market and urban mobility needs align closely with our vision of redefining the urban mobility experience. Together with Thonburi Group, we look forward to bringing our unique blend of premium electric vehicles and an exceptional ownership experience to customers in Thailand."

Mr. Kang Yi, Global CMO of smart

Thailand is seeing growing momentum in electric mobility and a broader transition towards a more sustainable automotive future. As urban lifestyles evolve, there is increasing demand for intelligent, efficient, and expressive vehicles. Styled by the Mercedes-Benz Global Design Team, smart's newly launched all-electric portfolio perfectly meets this need, offering a seamless fusion of Contemporary Premium, Mindful Technology, and Inspirational Co-creation characteristics.



Mr. Papon Viriyaphant, Executive Director of Thonburi Group

"Our partnership with smart represents another significant milestone in Thonburi Group's long-term growth strategy. Together with smart, we look forward to delivering a new generation of premium electric mobility, combining world-class design, intelligent technologies, and exceptional customer experiences while contributing to the continued development of Thailand's electric vehicle ecosystem."

Mr. Papon Viriyaphant, Executive Director of Thonburi Group

With more than 85 years of experience in Thailand's automotive industry, Thonburi Group will support smart's local development through its established retail and after-sales capabilities. Building on this foundation, the partnership will ensure a seamless, premium ownership journey, spanning personalised consultations, effortless vehicle handovers, comprehensive after-sales support, curated lifestyle experiences, and vibrant owner communities.

The official launch in Thailand marks the latest chapter in smart's "Year of Opening New Frontiers". With a global footprint spanning more than 40 countries and regions, smart continues to extend its contemporary premium electric portfolio and intelligent mobility solutions to customers worldwide.

Stay tuned for more updates on smart's incredible mobility journey in Thailand.





About smart

Since the brand's founding in the 1990s, smart has remained committed to its vision of exploring the best solutions for future urban mobility. In 2019, Mercedes-Benz AG and Zhejiang Geely Holding Group established the smart global joint venture. Since then, smart has successfully renewed its brand, products, and business model, and developed into a distinctive contemporary premium EV brand. It now includes an expanding product matrix and a global footprint spanning over 40 countries and regions.

In 2026, smart will focus on expanding into new markets, upgrading its smart care customer service system, and introducing two strategic models – the smart #2 and #6. These initiatives will drive the brand into its next stage of development in its Year of Opening New Frontiers.

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