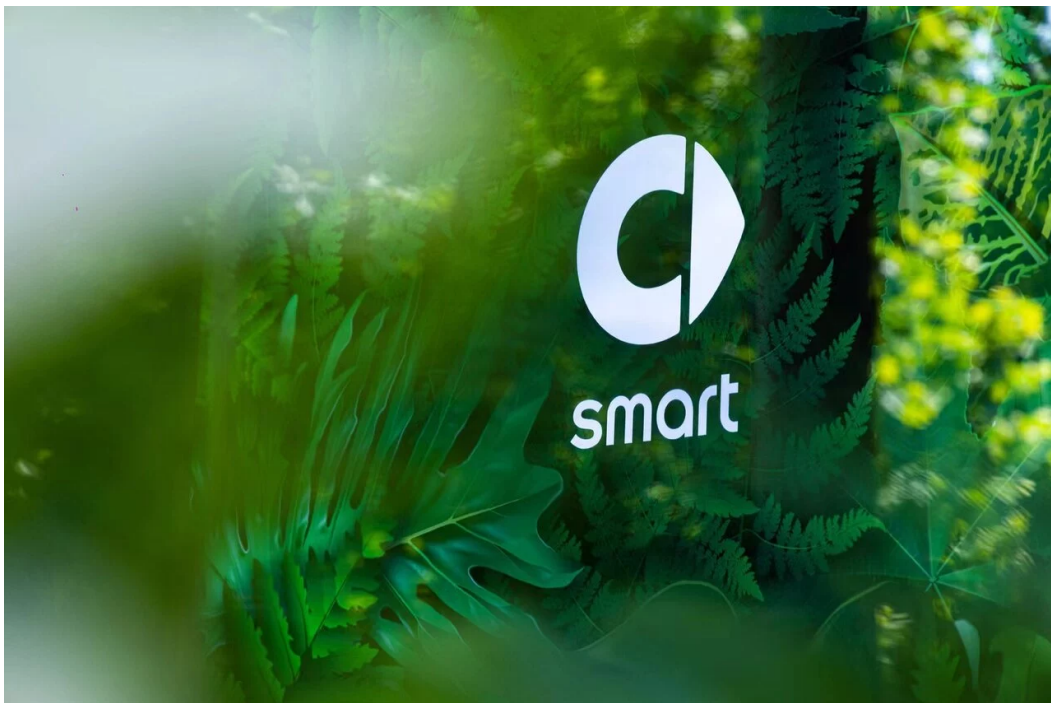


May 27 2026, 16:00 (CST)

smart Enters Argentina, Marking Its 41st Market in Accelerated Global Expansion

- smart officially announces its return to Argentina, expanding its global business footprint to 41 countries and regions.
- In partnership with Prestige Auto S.A.U., the exclusive representative of Mercedes-Benz in Argentina, smart aims to deliver a blend of contemporary premium EVs and an enhanced customer experience.
- This strategic move marks a further step in smart's "Year of Opening New Frontiers", reflecting its brand vision to shaping the future of sustainable mobility across Latin America.

(May 27, 2026, Hangzhou, China) - Continuing its global expansion, smart today announced its return to Argentina through a strategic partnership with Prestige Auto S.A.U., the country's exclusive representative of Mercedes-Benz. As the brand's 41st global market, this move marks another major milestone in smart's "Year of Opening New Frontiers".



smart enters Argentina through a strategic partnership with Prestige Auto S.A.U.

Having previously built a highly loyal local following between 2011 and 2018, smart now enters the Argentine market fully transformed. Building upon its rich heritage, the brand will introduce a new generation of intelligent, spacious, and striking electric vehicles, elevating the standard for premium EV mobility.



Mr. Kang Yi, Global CMO of smart

"Entering Argentina as our 41st global market is a powerful testament to smart's accelerating global momentum. Argentina holds a significant place in our brand's history. Returning as a premium EV brand aligns perfectly with the country's evolving focus on sustainable transportation and modernization. Together with our reliable partners at Prestige Auto S.A.U., we are committed to delivering our distinct premium electric vehicles and redefining the urban mobility experience for local customers."

Mr. Kang Yi, Global CMO of smart



smart will introduce a new generation of intelligent electric vehicles in Argentina

This new chapter is anchored by the partnership with Prestige Auto S.A.U. Having successfully acquired the local Mercedes-Benz operations, Prestige Auto S.A.U. possesses a profound automotive legacy and a deep understanding of premium market demands and customer experience in Argentina. The operational foundation makes the company the ideal partner to drive smart's vision forward, ensuring an exceptional, world-class journey for future smart customers.



Mr. Daniel Herrero, CEO of Prestige Auto S.A.U.

"We are incredibly proud to partner with smart and support the brand's much-anticipated return to Argentina. We have absolute confidence in smart's premium brand D.N.A. and its exceptional new generation of EV products. By joining forces and leveraging our established Mercedes-Benz retail network, we are fully committed to unlocking Argentina's tremendous market potential together, ensuring a seamless and elevated experience for our customers."

Mr. Daniel Herrero, CEO of Prestige Auto S.A.U.

The strategic timing of smart's entry capitalizes on a highly favorable market context. The country is rapidly embracing sustainable mobility, supported by progressive regulatory changes, and expanding infrastructure, such as the 400 new public-access chargers in Buenos Aires. This dynamic environment, coupled with a growing desire among city dwellers for intelligent, efficient, and design-forward electric vehicles, presents an ideal landscape for smart's premium electric portfolio to thrive.



The country is rapidly embracing sustainable mobility

smart's return to Argentina expands the brand's global footprint to 41 markets across diverse regions, including China, Europe, the Middle East, Southeast Asia, South Asia, Oceania, Latin America and Africa. Actively driving its "Year of Opening New Frontiers", smart will continuously deliver intelligent mobility solutions globally — with cutting-edge technologies, a diversified portfolio, and premium global service at its core.

About Prestige Auto S.A.U.

Prestige Auto is the official representative of Mercedes-Benz (Passenger Cars and Vans) and smart in Argentina. The company leads the import, distribution, sales, and after-sales

operations of the brands across the country. Building on more than seven decades of Mercedes-Benz history in Argentina, Prestige Auto assumed responsibility for the operation in June 2025, ensuring continuity for the legacy of one of the most established automotive brands in the market.

With a strong focus on customer experience, long-term relationships, and innovation, Prestige Auto reaffirms its commitment to delivering premium mobility solutions while supporting the evolution of sustainable and electric mobility in Argentina and the region.

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 smartcare 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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