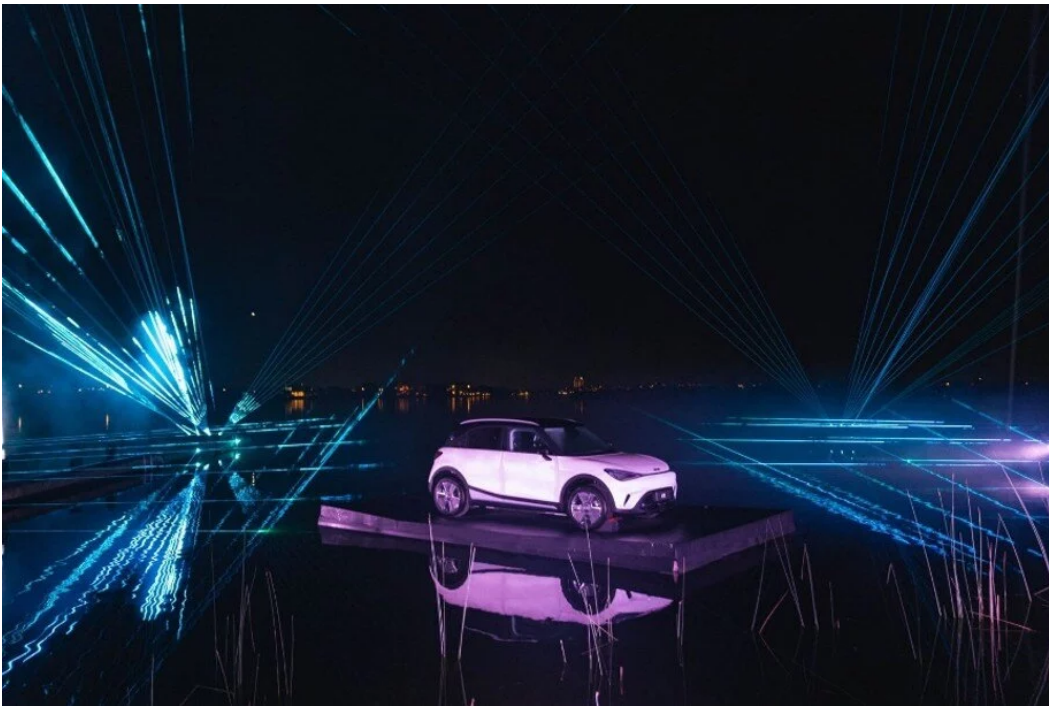




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smart Officially Enters Argentina, Celebrating its 41st Market and Expanding its Global Footprint



smart officially launches the award-winning smart #1 and #3 in Argentina

- **smart officially launches the award-winning smart #1 and #3 in Argentina, opening a new chapter for the brand.**
- **In partnership with Prestige Auto S.A.U., smart will provide a blend of premium electric offerings, dedicated service, and an elevated experience to local customers.**
- **Driven by its “Year of Opening New Frontiers” strategy, smart continues to expand its global presence, reinforcing its commitment to shaping the future of sustainable mobility across Latin America and beyond.**

(September 3, 2026, Hangzhou, China) – smart, the contemporary premium EV brand, has officially launched the smart #1 and smart #3 in Argentina, the brand’s 41st global market. Through a strategic partnership with Prestige Auto S.A.U., the exclusive representative of Mercedes-Benz in Argentina, the launch brings smart’s award-winning electric SUV portfolio to customers across the country, combining premium design, intelligent technology, and an elevated customer experience for a new generation of Argentine drivers.



Ling Zhu, Senior Director of smart Central Global Marketing & Sales, and Daniel Herrero, President and CEO of Prestige Auto S.A.U., at smart's Argentina launch event.

The market introduction comes as Argentina is increasingly embracing sustainable mobility, supported by progressive regulatory changes and an expanding charging network. This evolving environment provides an ideal landscape for smart's contemporary premium electric portfolio and marks an important step in the brand's continued expansion across Latin America.

The Award-Winning smart #1 and #3 Arrive in Argentina

Styled by the Mercedes-Benz Global Design Team, and fully reflecting the brand's "Love, Pure, Unexpected" design philosophy, the smart #1 was created as a premium compact SUV, while the smart #3 is an SUV coupé. Both vehicles have earned prestigious Red Dot and iF Design awards, as well as Euro NCAP five-star safety ratings.



Styled by the Mercedes-Benz Global Design Team, both smart #1 and #3 are fully reflecting the brand's "Love, Pure, Unexpected" design philosophy

Both the smart #1 and smart #3 will be available in high-performance BRABUS variants. The BRABUS DNA elevates the models with exclusive premium finishes, enhanced power, and thrilling performance dynamics. Designed for those who enjoy challenging established boundaries, these high-performance versions offer a distinctive sporty identity that brings true individuality to electric mobility.



Mr. Kang Yi, Global CMO of smart

"Bringing the smart #1 and smart #3 to Argentina is a defining moment for our brand's global expansion. Together with our partner Prestige Auto S.A.U., we are thrilled to offer Argentine customers a premium, intelligent, and enjoyable electric mobility experience that aligns with their modern lifestyles."

Mr. Kang Yi, Global CMO of smart



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

"We are very proud to expand our electrified vehicle offering with the arrival of smart, a brand that has undergone a profound evolution and now presents a generation of all-electric vehicles. We have complete confidence in smart's premium positioning, design and technology. Building on our experience and Mercedes-Benz's well-established dealer network, we will drive the brand's growth in Argentina and provide our customers with outstanding service."

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

Further reflecting smart's connection with local culture, the brand's global urban art campaign has taken shape in Buenos Aires through a new mural by the renowned Argentine artist Martín Ron. Carrying the message "It's Back", the artwork brings smart's vibrant urban spirit into the city while offering a first glimpse of the upcoming smart #2.



smart #2 global urban art campaign has taken shape in Buenos Aires

As smart continues its “Year of Opening New Frontiers”, the launch of the smart #1 and smart #3 in Argentina marks another significant step in the brand’s global expansion and reinforces its long-term ambition in Latin America. Looking ahead, smart will continue to expand into new international markets with a more diverse product portfolio, combining Mercedes-Benz design, mindful technology and contemporary premium experiences delivering a broader range of intelligent mobility solutions to customers around the globe.

Stay tuned for more updates on smart’s incredible mobility journey in Argentina.

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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