

smart

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Opening New Frontiers: smart Achieves 8% H1 Sales Increase with an Expanding Premium Lineup and Accelerated Global Footprint

- smart achieved a solid 8% year-over-year sales increase in the first half of 2026, driven by strong global demand, and hit the milestone of 41 global markets and more than 700 sales outlets.
- Rooted in the “open your mind” brand claim, smart sets the tone for 2026 with the defining “Change of Perspectives” campaign, continuing to challenge expectations and sharpen its contemporary premium brand image.
- Building on strong product momentum, smart is expanding its lineup from three to five models, with the launch of the brand’s first-ever premium fastback sedan, the #6 EHD, and the upcoming smart #2, which will be showcased at the Paris Motor Show this October.

(July 3, 2026, Hangzhou, China) – smart, the contemporary premium EV brand, maintained strong momentum in the first half of 2026. Driven by a comprehensive strategy across brand, product, and market operations, the brand delivered an 8% YoY global sales increase during this period. Notably, Finland posted a year-over-year sales surge of 446%, while Hong Kong, China grew by 276%, and both Sweden and Germany recorded increases of 144% and 140%, respectively. The strong performance underscores smart’s rapid evolution, as it expands its electric vehicle lineup, deepens its China-Europe Dual-Home strategy, and continuously elevates the customer experience worldwide.



smart Achieves H1 Global Sales Increase **8%** ↑
Covering 41 Markets Across 6 Continents
20#2 #5 smart advances its
"Year of Opening New Frontiers"



smart achieves 8% H1 sales increase with an expanding premium lineup and accelerated global footprint

"Although facing huge challenges posed by fierce competition and growing complexity across almost all markets, with robust backing from our shareholders, we see 2026 as a pivotal year for smart as we accelerate on all fronts. We are leveraging our China-Europe Dual-Home strategy to drive efficient global operations. By comprehensively expanding our premium product family, rapidly scaling our presence to global markets, and continuously enhancing our smart care services, we are firmly committed to delivering unparalleled, intelligent mobility experiences to customers worldwide."

Mr. Tong Xiangbei, Global CEO of smart



" smart has been at the forefront of urban mobility from the very beginning. Today, under our 'Change of Perspectives' campaign, we are further sharpening our premium brand image. By introducing halo models like the Concept #2, and the brand's first-ever premium fastback sedan, #6 EHD, we are expanding our diverse portfolio while staying true to our foundational D.N.A.—inviting global fans to be open-minded and embrace diverse lifestyles."

Mr. Kang Yi, Global CMO of smart



Mr. Kang Yi, Global CMO of smart

Embracing a "Change of Perspectives" to Sharpen the Brand

Inheriting 28 years of rich brand assets, smart has successfully undergone a comprehensive evolution to become a contemporary premium EV brand styled by Mercedes-Benz and intelligently crafted in China. Rooted in the foundational "open your mind" brand claim, the "Change of Perspectives" campaign launched this year serves as a declaration to further sharpen smart's premium brand image. It demonstrates the brand's ambition to constantly challenge expectations and look beyond past assumptions.



smart announced a global partnership with multi-platinum UK artist Jessie J to anchor the “Change of Perspectives” campaign

To bring this spirit to life and seamlessly integrate its core philosophy into global culture, smart engaged communities earlier this year through dynamic touchpoints, including the vibrant smart times events featuring Keith Haring collaborations and the Trek 100 partnership. Building on this momentum, the brand forged a global partnership with multi-platinum UK artist Jessie J to anchor the “Change of Perspectives” campaign, proving that bold evolution knows no bounds. These collaborations, culminating in the Global Brand Event, continue to build smart's identity as a brand that stands for a new way of experiencing the world.



Expanding the Portfolio with the #6 EHD Launch and the Upcoming #2

2026 is a landmark year for smart's product expansion. The brand has expanded its lineup from three to five distinct models, offering a broader range that meets the diverse, premium needs of today's consumers. Every smart model carries the brand's core D.N.A. — Designed with Love, No Compromise on Safety, and Amazing Drives.



smart Concept #2 made its global debut

Following its much-anticipated world premiere at the smart Global Brand Event, the Concept #2 came to Europe for its debut in Rome this June, showcasing a brand-new interior design. As a preview of the reinvented urban two-seater that started it all, the production smart #2 will arrive at the Paris Motor Show this October.

smart also broke into an entirely new segment with the #6 EHD, the brand's first-ever premium fastback sedan, launching first in China. Combining executive-level spaciousness with a sleek aerodynamic silhouette and an exceptional range of 1,810 km (CLTC), the #6 EHD demonstrates that smart's design and engineering excellence sets a new benchmark for intelligent, premium electric sedans.



smart #6 EHD, the brand's first premium fastback sedan launched first in China

Across its portfolio, smart continues to sharpen its edge through exclusive models, such as the smart #3 Keith Haring Edition. By fusing the artist's iconic visual language with the #3's agile coupé identity, smart becomes the world's first production automaker to launch a mass-produced vehicle co-created with Keith Haring.



smart #3 Keith Haring Edition

Forging Strong Local Partnerships to Scale Market Reach

In the first half of this year, smart expanded its presence in Latin America by entering Costa Rica and Argentina, in partnership with local representatives AutoStar and Prestige Auto S.A.U. respectively.



The business footprint has now expanded to 41 countries and regions

With these strategic entries, smart's global footprint now spans 41 markets across six continents, reaching over 670 cities with a robust network of more than 700 sales outlets.

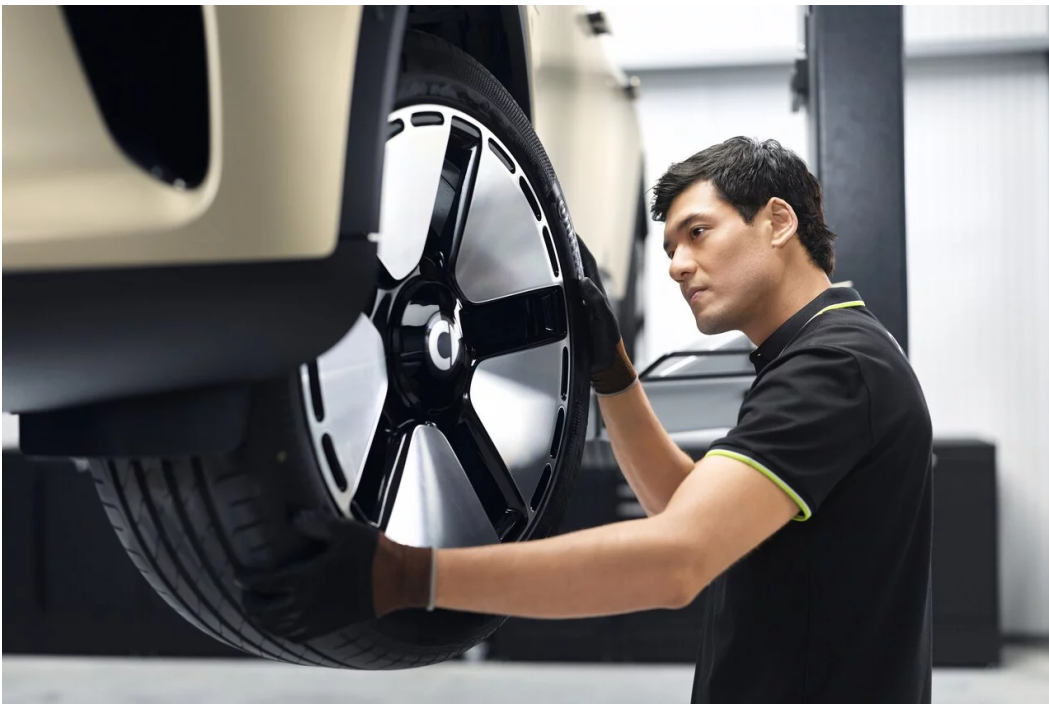


The premium mid-size SUV #5 serves as a key growth driver for international expansion

Meanwhile, the premium mid-size SUV #5 continues to serve as a key growth driver for international expansion. Following its successful 2025 rollout in Hong Kong, Singapore, Malaysia, Morocco and other markets, the #5 entered 8 new markets in H1 2026, including New Zealand, Chile, Colombia, the UAE, and Egypt.

Enhancing the Customer Experience: smart care and Global OTA

As smart scales globally, it remains committed to elevating the user service experience. This is driven by the continued expansion of its dedicated customer service brand, smart care. Backed by global systematic empowerment and locally rooted proficiency, smart guarantees a consistent, highly responsive ownership journey, delivering reliable, convenient, and mindful service to all customers across every market.



smart care delivers reliable, convenient, and mindful service to customers worldwide

Beyond the physical service network, smart is also investing in the continuous evolution of its digital ecosystem. In most global markets, the brand is driving Over-The-Air (OTA) upgrades across its lineup for compatible models, with a focus on the intelligent cabin's ongoing iteration. These updates make digital features and interfaces smarter and more intuitive, further optimizing the overall user experience.

As smart advances through 2026—its “Year of Opening New Frontiers”—the brand stands on a foundation of growing strength across every dimension. With a rapidly expanding global footprint, an evolving premium product portfolio, and a clearly defined brand identity, smart continues to break boundaries and inspire the world to explore the infinite possibilities of future mobility.

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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