



open your mind.

get amped.

the all-new smart electric drive.





electric
drive

let us plug you in.

we're overwhelmingly excited to talk about our all-new smart electric drive, so get ready to ride the lightning, feel the power, taste the electricity (that's just an expression) and enjoy our shockingly fun-to-drive, totally electric smart electric drive.





unwhatyouexpect.

it's very current.

here's a paradox for you: how can an electric car like the all-new smart electric drive be brand-new and over 40 years old? that's a tough one, but let us explain.

the original idea: when we first envisioned the smart car in the 1970s, it was always meant to be completely electric. the smart electric drive is that vision realized.

be the solution: we want to be the solution to lame stuff like traffic and pollution, and the smart electric drive is the answer.

smart minus gas: the smart electric drive looks and feels just like a gas-powered smart, but it doesn't need gas. so you can have it all, except gas.



unyawn.



surging ahead!

we know what you're thinking (in a non-creepy way): "why get a smart electric drive?" see, haha, we knew what you were thinking. well, it just so happens we have answers, and it also just so happens that they are conveniently located below. because we knew you would look there.

instant torque:

no lag, no delay, no sweat. you don't have to rev up or anything, because the smart electric drive is just as zippy as every car we make.

oh-so-nimble:

a tight turning radius, compact size and magneto-electric motor give the smart electric drive something we call "hold-on-to-your-pants-itude."

it's smooth:

the smart electric drive's single transmission means you can accelerate extremely smoothly. you know, like butter.





unvanilla.

switched on.

remember that high school drawing you did of a unicorn standing near a golden windmill? well, that could be a custom wrap for your smart electric drive. just like every smart, the electric drive is 100% customizable. want proof? you got it.

catch your cab: feel mother nature in your hair as you help her, because we have **the only electric vehicle available in a cabriolet convertible.**

be "you-nique": want something more personal? awesome, because we can custom-wrap your smart so that it's as original as you.

options plus options: you can get your electric car in every standard color, and choose from a big selection of door panel and tridion safety cell designs. it's a creativity bonanza.



unhighwayrobbery.



shocking!

what are you doing right now? teaching yourself the formula for electromagnetic force? stop that right now. we've got big news. the smart electric drive is crazy-affordable.

the cred equation: since the electric drive is smart, you get something money can't buy: cred. it's like this: lots of cred + ridiculously affordable = smart electric drive. you also get something money can buy: a coupe for \$25,000* and a cabriolet for \$28,000.* turns out math can be really neat!

green for less green: the smart electric drive costs less than many of the other hybrid and electric cars out there.

*price does not include the federal tax credit of \$7,500 and before any additional state and local tax savings.





unguzzle.

dah dah da-dah da-dah CHARGE!

charging your smart electric drive is easy and fast. It'd be like magic if it weren't super-smart science. here's how it works:

step 1:

drive around. zip here, there and wherever.

step 2:

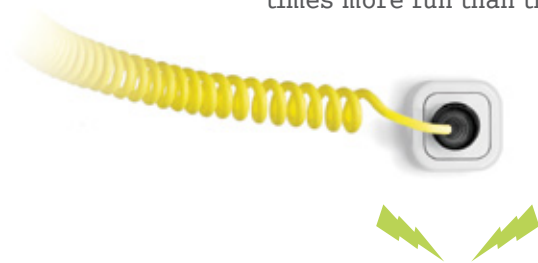
park it at your house (or cool loft apartment!) and plug your car into its special 240-volt charger.

step 3:

when you're ready to roll out, just unplug and, well, roll out.

step 4:

show the entire world you're having a million times more fun than they are.





we're off.

