



smart – a Daimler brand

smart WeSC cooperation

Talk is silver, driving is golden

smart and the street fashion brand WeSC have joined forces in a partnership and will be presenting what are quite literally the golden results of their work from 13 September at the International Motor Show in Frankfurt: the “smart BRABUS tailor made by WeSC” and the “headphones for the smart by WeSC”.

WeSC have selected classic elements with elegant colour contrasting from the countless individualisation options in the smart BRABUS tailor-made range: the smart fortwo cabrio is painted in gold shades all over, partly matt, partly high-gloss, and all the colours have been created for the Swedish label by the car tuner BRABUS. The jet black wheels and the leather seats with crossways quilting bear the unmistakable signature of the streetstyle experts. Meanwhile smart took care of the design of the 32-ohm headphones from WeSC, giving a nod to the car’s look, as can be seen in the perforated black ear pads and high-gloss golden highlights.

The headphones will be available from spring 2012 via <http://shop.wesc.com/> and in WeSC shops and Concept Stores all over the world. The golden city runabout will also be seen on the streets then, and advance orders can be placed via BRABUS with immediate effect. The equipment of the “smart BRABUS tailor made by WeSC” includes air conditioning, the leather BRABUS sports steering wheel with steering wheel gearshift, the 75 kW engine with turbocharging and lots of other features. The gold-plated horse-head knob, which adorns the shift lever of the WeSC original, is a one-off and not for order.

Orders to: info@brabus.com, subject: WeSC tailor made.

Furthermore the “making of” of the “smart BRABUS tailor made by WeSC” via http://www.youtube.com/watch?v=U4u6pURIT_w.

Further information about smart is available at: www.media.daimler.com and www.smart.com

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