



smart – a Daimler brand

Deliveries to commence at the end of April/beginning of May

smart ebike wins prestigious design award

Stuttgart. Outstanding recognition and the highest praise for the design: the smart ebike is one of the winners of this year's "Red Dot Design Award". The first models are being successively delivered from the end of April/beginning of May 2012. The first owners will be the numerous customers who have taken advantage of the possibility to reserve an ebike since November 2011.

The 30-man jury of the prestigious "Red Dot Design Award" judged more than 4500 products from 58 countries and awarded the smart ebike the "red dot: best of the best" prize for top design quality. The award ceremony will be held on 2 July 2012 in Essen. "We are delighted that the consistent and innovative design of the ebike with its unmistakable smart signature has received this prestigious award", says smart boss Dr. Annette Winkler. "In just a few weeks time our unique smart on two wheels will start conquering cities and cycle paths around the world."

With an unconventional design in line with the style of the brand, functions appropriate for city use and high technology standards that are demonstrated by the extremely efficient and high-performance drive package among other features, the smart ebike has an exceptional position. It will initially be available in two colour variants: in crystal white with electric green accents and in dark grey matt with flame orange accents. Prices in Germany will start at 2,849 euros (including 19% VAT).

High-quality components guarantee dynamic, safe and fun cycling. For example, hydraulic disc brakes from Magura are fitted at the front and rear. Standard features also include LED light with a daytime running light function and 26" wheels – both in the smart ebike design. The ebike is fitted with Continental EcoContact Plus tyres. Thanks to additional strengthening they are particularly puncture-resistant. The drive is also of a very high quality with a completely maintenance- and oil-free carbon toothed belt instead of a conventional bicycle chain.

Press Information

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The smart ebike also features state-of-the-art infotainment: a USB port comes as standard and enables various accessories and add-on devices to be supplied with electricity. Among other things the smart ebike can be individualised with a versatile smartphone holder for mobile end devices, a comfort bar and a luggage rack with integrated net pockets. With the help of an iPhone app specially developed for the smart ebike the smartphone becomes an information centre. A trendy smart ebike collection is also available: developed in cooperation with Mercedes Benz Accessories GmbH it includes a helmet and bags featuring the smart design. The smart ebike collection is also available from smart contractual partners.

Efficient and powerful electric drive

smart's high technological standards are also manifested in the efficient and high-performance drive package. As a pedelec (**Pedal Electric Cycle**) the smart ebike is strictly speaking a hybrid: the electric motor – a maintenance-free rear-wheel hub motor from BionX – switches on as soon as the rider starts pedalling, as with a normal bicycle. Muscle power is transmitted to the rear wheel via a lubricant-free, durable and quiet belt drive. An integrated three-speed gear hub enables simple gear changing.

The rider of the smart ebike decides how much power he wants the electric motor to deliver to support his muscle power by pressing a button on the handlebar. There is a choice of four power levels with the fourth level providing maximum pushing power. Depending on the power level selected and the manner of cycling a battery charge can last for up to 100 kilometres.

With 423 Wh the lithium-ion battery is one of the most powerful batteries in the competitive environment. It has been attractively integrated in the frame of the smart ebike. The portable battery can be charged either at a normal socket or whilst riding, with the latter offering advantages in terms of cost and the environment. The wheel hub motor becomes as a generator when the rider brakes. The braking energy is recuperated, i.e. it is converted into electrical energy and stored in the smart ebike's lithium-ion battery.

Simple operation and highly functional

Straightforward operation, a low weight, excellent ergonomics and a practical stowage space concept all contribute to making the smart ebike fun to ride. As a pedelec the smart ebike combines the comfort of a motorised two-wheeler with the easy handling of a bicycle.

In EU countries neither a driving licence nor a licence plate are required as the electric motor of a pedelec only assists propulsion up to a speed of 25 km/h.

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Expert partner from the two-wheeler industry

The smart ebike was designed and developed by smart and it is being produced in close cooperation with the e-bike manufacturer Grace. This ensures that the smart ebike is produced in premium quality. The smart ebike will be sold by smart dealers in the respective markets. The ebike can then also be serviced by any smart dealer or bicycle specialist.

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