



smart – a Daimler brand

smart times 2013 in Lucerne

A big gathering for little smarts

Stuttgart/Lucerne. From 23 to 25 August 2013 the worldwide smart fan community will come together on the south bank of Lake Lucerne against the scenic backdrop of the Alps for this year's smart times. Several thousand smart enthusiasts are expected in Buochs, Lucerne with their vehicles of all smart model series, some of which have been painstakingly customised or exotically modified by their owners. This year the focus of the world's largest gathering of smart fans is on electric mobility. 100 percent driving fun with zero emissions: the urban trend brand is already the epitome of electric driving. A further highlight of the event is the smart roadster's tenth birthday celebrations.

“For smart's 15th birthday the worldwide smart community has selected Lucerne as the venue for its annual gathering. Switzerland, the birthplace of the smart, is a beautiful and easily accessible meeting point in central Europe for the smart family to celebrate the smart attitude to life,” says Dr Annette Winkler, Head of smart. “I'm really looking forward to meeting lots of smart fans, enjoying a great event together and discovering the mountains around Lucerne during the smart parade.”

In Lucerne the organisers have a varied programme in store for the participants including trendy sporting activities, fun excursions to the mountains, live music and interesting talks with designers, tuners and experts. The children's programme has been greatly expanded: an information and entertainment programme has been put together in cooperation with Genius, Daimler's young knowledge community, and the University of Zurich, which is fun and also packed full of things to learn. The range of activities is rounded off by an opportunity to try out the smart ebike and test drive the smart fortwo electric drive, the world's only electric cabriolet, as well as further current smart models.

An overview of the smart times 2013 programme

- Friday 23 August: smart roadster birthday excursion and opening party. On the first day smart will celebrate the tenth birthday of the roadster. A day

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full of surprises and small gifts awaits owners of the little sports car. The big birthday excursion will start in Lucerne and end in the idyllic mountain village of Engelberg. In the evening smart fans can enjoy the official opening party.

- Saturday 24 August: car contest, convoy celebrations and smart times parade. At 1.30 p.m. on the dot the starting signal will be given for the smart times parade, the world's longest smart convoy. Along the route convoy celebrations will be held in Emmetten village square. Spectators will celebrate the participants in the smart parade with live music and typical Swiss food and drink. In the evening the trend brand from Stuttgart invites participants to attend the car contest presentation ceremony and a closing party with live music. Here the smart community will decide the venue for "smart times 14".

smart times networking

A virtual get-together is already taking place in the run-up to the event at <http://on.fb.me/smarttimes>.

All information and the event programme can be found at www.smart.com/smarttimes. Attendance at smart times is free of charge, however, accreditation is a prerequisite – also at www.smart.com/smarttimes.

Further information from smart is available on the internet: www.media.daimler.com and www.smart.com