



smart #1 unveiled in Singapore to offer futuristic design and power in an eco-conscious package

Sales of the smart #1 are slated to begin from April 2024, with a series of roving roadshows lined up before the launch of the showroom in the second half of 2024



(L-R) Ms Will Hou, Senior Director - Overseas Marketing & Sales of smart Automobile, Ms Mandy Zhang - Global Chief Marketing Officer, smart Automobile, Mr Wilfrid Foo - Managing Director, Cycle & Carriage Singapore and Mr Collin Teo - Chief Operating Officer, Cycle & Carriage Singapore unveiling the smart #1 Pro+ (green) and the smart #1 BRABUS at a media event at Mandarin Oriental earlier today

SINGAPORE, 28 March 2024 – Cycle & Carriage and smart Automobile officially unveiled the smart #1 Pro+ and the smart #1 BRABUS for the first time in Singapore today during a media event at Mandarin Oriental, Singapore.

The smart #1 Pro+ and the smart #1 BRABUS will be the company's first electric vehicles (EV) to be sold in Singapore since Cycle & Carriage was announced as their general distributor. The smart #1 range of all-electric, intelligent, urban Sports Utility Vehicles (SUV) has been developed with city drivers in mind, with its modern design recognised at the 2023 Red Dot Awards for Product Design and at iF Design Awards in the Product – Automobiles/Vehicles category. Local sales of the smart #1 will start from the end of April 2024.



Mr Wilfrid Foo, Managing Director, Cycle & Carriage Singapore, said: “Through this partnership, we hope to bring exciting automobile concepts that will engage and entice our community of car enthusiasts, as we look to reimagine the future of motoring. Over the years, we have developed a robust electric mobility ecosystem in Singapore, including refinements in our aftersales services for EVs, investment in e-logistics and exploring collaborations to experiment with other forms of green mobility. smart is not just an addition to this ecosystem but will become a key partner as we champion EVs.”

A smart Solution for Singapore’s Growing EV Market

Representatives from Cycle & Carriage and smart Automobile commenced their partnership with an official signing of the distribution agreement between the two companies at the media event, as they look to establish a foothold in the fast-growing EV market in Singapore.

Ms Mandy Zhang, Global Chief Marketing Officer, smart Automobile, said: “Now is the right time for smart to expand into Singapore. With Cycle & Carriage’s strong and diversified presence in Southeast Asia, and its established position as the largest automotive group in Singapore, we have found the ideal trusted partner to quickly integrate and tap into the growing wave of car owners looking to transit to EVs. This is part of our broader efforts to hold true to our vision of exploring the best solutions for future urban mobility.”

Revolutionising smart through Strategic Partnerships

smart has completed a comprehensive renewal of its brand, product, and business model, accelerating the establishment of a global product development, sales and services management system. Engineering and research and development of the new generation, all-electric vehicle portfolio is led by smart’s R&D team, with the Mercedes-Benz Global design team overseeing vehicle design.

At the signing ceremony, members of the media were also privileged to get a first look at the smart #1 BRABUS, smart’s collaboration with world-renowned global luxury mobility brand BRABUS. BRABUS has a famed history of customisation and tuning, and have partnered with prominent automobile brands, especially Mercedes-Benz, to produce unique luxury supercars for thrill seekers.

The smart #1 Pro+ and the smart #1 BRABUS

The smart #1 Pro+ has a range of over 400 kilometres (km) and packs a punch, with the capability to accelerate from 0 to 100km/h in 6.7 seconds for the base model. In addition, the urban SUV’s interior is designed to maximise the sense of space, with frameless doors, a floating halo roof, ambient light and a floating centre console. Moreover, the car is equipped with advanced, human-centric technology such as a customised infotainment user interface, AI-based voice control, and a dedicated app environment.



The smart #1 BRABUS has a peak power output of 428 hp, capable of accelerating from 0 to 100km/h in 3.9 seconds. The car will also be kitted with specially-tuned chassis, BRABUS-designed seats, Alcantara-lined steering wheel, and plated pedals. This collaboration highlights smart's relentless pursuit of excellence and innovation.

“smart brings the best of the East and the West, with the combined efforts of Mercedes-Benz’s global design team, and smart’s engineering expertise. In this regard, we firmly believe that the smart #1 will be a compelling proposition for car enthusiasts who are looking to switch to a future-ready EV,” said Mr Wilfrid Foo.

In the lead-up to the launch of the showroom at Level 3 of the Mercedes-Benz Centre in the second half of 2024, car enthusiasts can look forward to a “smart” series of events, which includes the official car launch at VivoCity shopping centre in April and pop-ups in popular shopping centres. In addition, smart will partner with events such as Sunset Cinema at Tanjong Beach, Sentosa, as well as institutions like LASALLE College of the Arts, to showcase smart’s ethos of inspiring and recognising future talents, while exposing the brand to a diverse community of car enthusiasts. More details of these initiatives will be announced through our social media pages linked below.

For more information about smart, the smart #1, and the ‘smart’ series of events and activations, you may visit <https://sg.smart.com> or follow us on [Facebook](#), [Instagram](#), TikTok and [YouTube](#).



About Cycle & Carriage Singapore

At Cycle & Carriage, we are passionate about creating people-focused experiences and exceptional journeys. Founded in 1899 in Kuala Lumpur, we are now a leading regional automotive group in Southeast Asia. Cycle & Carriage distributes, retails, and provides aftersales services for passenger cars as well as commercial vehicles in Singapore, Malaysia and Myanmar. Cycle & Carriage is a member of the Jardine Cycle & Carriage Group.

From passenger cars and commercial vehicles to used cars, Cycle & Carriage Singapore is one of the most diversified automotive groups in the country. With a network of six showrooms and service centres, and representing world-class brands such as Mercedes-Benz, Mitsubishi, Kia, Citroën, DS Automobiles, Maxus, ORA, Republic Auto, BYD Forklifts, and now, smart. We are committed to supporting our customers every step of the way. At Cycle & Carriage Singapore, we are also dedicated to enabling our people to follow their best paths. We have been one of HR Asia's 'Best Companies to Work For' since 2015.

Cycle & Carriage Singapore: www.cyclecarriage.com.sg

About smart Automobile

smart Automobile Co., Ltd. is a 50/50 joint venture between Mercedes-Benz AG and Zhejiang Geely Holding Group. The joint venture creates synergy to turn smart into a leading provider of premium and connected electric vehicles.

Established in 2019, smart Automobile Co., Ltd. combines the strengths of both shareholders by bringing in the best of both worlds: the design of next generation of smart vehicles comes from the worldwide Mercedes-Benz design network while R&D is carried out by smart in China. Moreover, smart leverages on the China-based production and supply network of Geely Group. The global headquarters of smart has been established in Hangzhou Bay, Ningbo with operational sales functions based in China and Europe.