



## smart debuts award-winning electric vehicles in Singapore

*Effective price of the smart #1 Pro+ and smart #1 BRABUS will start at \$207,000 and \$242,000 respectively for the first 20 units*



*(L-R) Mr Daniel Sid, Ms Daphne Khoo, Mr Wilfrid Foo - Managing Director of Cycle & Carriage Singapore, Mr Alfredo Chandra - Finance Director, Cycle & Carriage Singapore, Mr Christopher Thenadi - Head of Operations, smart, and Mr Paul Foster, at the launch of the smart #1*

*Photo Credit: Cycle & Carriage Singapore*

**SINGAPORE, 22 April 2024** – Cycle & Carriage Singapore announced the launch of local sales for the smart #1 Pro+ and the smart #1 BRABUS at VivoCity today. The smart #1 Pro+ is priced at \$207,000 (inclusive of COE), while the smart #1 BRABUS will start selling at \$242,000 (inclusive of COE), for the first 20 units.

The two all-electric, intelligent, premium compact Sports Utility Vehicles (SUVs) will be smart Automobile's first electric vehicles (EVs) to be sold in Singapore, since Cycle & Carriage Singapore was appointed as their general distributor in January 2024. Designed by Mercedes-Benz's Global design team and engineered by smart Automobile's research and development team, smart's all-EV portfolio will be riding on the crest of the green mobility wave in Singapore.



Mr Wilfrid Foo, Managing Director, Cycle & Carriage Singapore, said: “We are excited to bring the smart #1 to the Singapore market. smart represents a new definition of premium EVs, bringing together the best of the East and the West through its ingenious design language and innovative engineering. We envision that the smart #1 will appeal to the discerning consumers who are familiar with the Cycle & Carriage ethos, and have a deep, refined appreciation of premium craftsmanship, thoughtful interior, and exterior composition, as well as cutting-edge technology.”

### **Creating immersive, smart experiences**

The smart #1 Pro+ and the smart #1 BRABUS were unveiled to the public for the first time at a roadshow at VivoCity earlier today. Taking place from now till 28 April 2024, the smart #1 roadshow goes beyond a traditional automotive pop-up at a shopping mall. The inclusion of interactive lifestyle booths, called smart Active, smart Beats, and smart Style, aims to showcase how the smart #1 integrates seamlessly with urban culture and complements the spirit of co-creation. These activities, including photobooths, workshops and silent disco, are organised in collaboration with brand partners, Beats by Dre and Puma Golf, as well as smart’s renowned merchandise label, smart idea.

At the launch event, smart announced the first batch of ‘smart Inspiring Creators’, including actress Sheila Sim, Kiss92 radio host Daphne Khoo, entertainment industry veteran Paul Foster, and musician Daniel Sid. These inspiring trend-setters will echo the vision of the smart by embodying the spirit of co-creation. The smart #1 will also be a feature at the Sunset Cinema event which will take place at Tanjong Beach, Sentosa from 25 April to 12 May 2024. You may find a full list of the ‘smart Inspiring Creators’ in **Annex A**.

“Cycle & Carriage is privileged to work with brands that have a strong collaborative spirit, as we look to chart the future of motoring in Singapore, together. The smart #1 Pro+ is an elevated EV experience, and will fit into the modern, urban lifestyles of smart Singaporeans, while the smart #1 BRABUS showcases the best of what the smart brand, and EVs, can be. Our community of customers understand our mission of creating Exceptional Journeys, and with smart, we will bring a transformative perspective that challenges the status quo, in a way that our community may have experienced before,” said Mr Wilfrid Foo.

### **A smart solution for Singapore’s growing EV market**

The smart #1 range of all-electric, intelligent, urban EVs have received international acclaim for its innovative, human-centric design. It was recognised at the 2023 Red Dot Awards for Product Design and at iF Design Awards in the Product – Automobiles/Vehicles category.

This premium EV model is thoughtfully crafted to maximise the sense of space, with frameless doors, a floating halo roof, and a floating centre console. Moreover, the infotainment system is equipped with advanced, human-centric technology such as a customised user interface, AI-based voice control, and a dedicated app environment. The smart #1 is also equipped with



safety features, including front and rear collision mitigation and cross traffic alerts, lane keeping assist as well as a driving monitoring system.

The smart #1 Pro+ has a range of over 400km, equipped with a Battery Electric Vehicle (BEV) powertrain that can be charged from 10 per cent to 80 per cent in less than 30 minutes, with a maximum DC charging speed of 150kW. With a peak power output of 272 hp, the rear-wheeled drive EV will be able to accelerate from 0 to 100km/h in 6.7 seconds.

In comparison, the smart #1 BRABUS has a higher peak power output of 428 hp, and accelerates much faster from 0 to 100km/h in 3.9 seconds. The all-wheeled drive EV was developed in collaboration with world-renowned luxury mobility brand BRABUS. It has an extensive, fabled history of customisation and tuning prominent automobile brands, including Mercedes-Benz. Similar to the smart #1 Pro+, the BRABUS edition will have a range of 400km, and can be charged from 10 per cent to 80 per cent in less than 30 minutes.

Paying homage to this collaboration, the premium EV will be kitted with specially-tuned chassis, BRABUS-designed seats, Alcantara-lined steering wheel, and sport-styled plated pedals. In addition, the smart #1 BRABUS will be equipped with an automatic parking assist, an 10-inch Head-Up display, and a 13-speaker Beats sound system. You may find more technical specifications for the smart #1 Pro+ and the smart #1 BRABUS in **Annex B**.

For more information about smart, the smart #1 Pro+, and the smart #1 BRABUS, 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](http://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.



## **Annex A: First Wave of smart Inspiring Creators**

### **Sheila Sim**

Actress, Model, and Businesswoman

### **Paul Foster**

Veteran Host, Actor, and Model

### **Daphne Khoo**

Singer, Songwriter, and Radio Host for Kiss 92 FM

### **Charina Widjaja**

CEO and Founder of DFW Creative and Co-founder of NXT Interactive

### **Jayden Tan**

Co-founder and CEO of Headquarters

### **Eugene Lim and Sofie Chandra**

Co-founder and Marketing Director, respectively, of Studio 155

### **Daniel Sid**

Singer and Songwriter

### **Bella Koh**

Founder of S L O W H O U S E and Content Creator

### **Cordelia Low**

Emcee and Co-founder of The Acai Collective



**Annex B: Technical specifications of the smart #1 Pro+ and BRABUS**

	<b>smart #1 Pro+</b>	<b>smart #1 BRABUS</b>
<b>Motor</b>	Permanent magnet synchronous motor (rear) with 66kWh battery	Permanent magnet synchronous motor (front and rear) with 66kWh battery
<b>Transmission</b>	Single-speed automatic	Single-speed automatic
<b>Driveline</b>	RWD	AWD
<b>Power</b>	200kW	315kW at 6500 RPM
<b>Torque</b>	343Nm	543Nm at 1000 RPM
<b>0-100km/h</b>	6.7 seconds	3.9 seconds
<b>Top speed</b>	180km/h	180km/h
<b>WLTP Range</b>	420km	400km
<b>Power consumption</b>	17.4kWh/100km	18.2kWh/100km

A full list of technical specifications can be found at <https://sg.smart.com/configuration-hashtag-one>