



JOINT MEDIA RELEASE

Opening of smart showroom and launching of smart #3 in Singapore

- *Strong growth in electric vehicles with the support from the Singapore government.*
- *Official opening of the smart showroom at the Mercedes-Benz Center.*
- *Launch of smart #3 – smart’s first-ever SUV coupé.*

SINGAPORE, 10 SEPTEMBER 2024 – Cycle & Carriage (C&C) and smart Automobile announced the official opening of the smart showroom at Level 3 of Mercedes-Benz Center, located at 301 Alexandra Road.

During the official opening ceremony, invited guests also have the first peek at the newly launched smart #3 – smart’s first-ever SUV coupé. Other than the sportier outlook, the smart #3 also comes with a spacious interior, halo roof, AI-integrated infotainment system, and a longer range of 415km to 435km per charge (WLTP Combined).

Electric vehicles demand in Singapore

From January to June this year, 6,019 electric vehicles (EVs) were registered in Singapore. Compared to the previous corresponding period, based on the new passenger car registrations by fuel type, the number of EVs registered rose by 218.1 per cent, which reflected a strong demand for EVs in Singapore. There is a strong market potential for

EVs in Singapore, and the opening of the smart showroom will provide a good opportunity to tap on this growth trajectory.

As part of Singapore Green Plan 2030, Singapore aims to phase out diesel-powered vehicles starting in 2025 and internal combustion engine (ICE) vehicles by 2030. This plan is supported by on-going government incentives such as the extended EV Early Adoption Incentive scheme, offering a 45% rebate on the additional registration fee for newly registered fully electric cars (capped at SGD\$15,000) and the Vehicle Emissions Scheme, which reduces the upfront costs of EV ownership with potential savings of up to SGD\$40,000. These incentives will further boost the growth of EVs adoption, providing strong support for smart's business expansion in Singapore.

smart brand

Since the start of the brand, smart has always maintained the vision of “exploring the best solutions for future urban mobility”, and they are also the first brand in the industry to fully complete the transition from ICE to all-electric vehicles. smart was produced in a zero carbon factory since 2022 and has pledged to provide the market a climate-neutral electric vehicle model by 2045. Committed to the circular economy and responsible sourcing, integrating whole life cycle thinking into its business, the smart #1 and #3 both contain 18 per cent of recycled steel and 25 per cent of recycled aluminum in each vehicle, which further strengthened the brand commitment to bring sustainable urban mobility to the world.

“With smart's commitment to explore the best solutions for future urban mobility, we are confident that the smart brand will continuously surprise the Singapore market with a variety of cars that will suit different customer groups and lifestyles”, said Wilfrid Foo, Managing Director of Cycle & Carriage Singapore. “The opening of the smart showroom at the Mercedes-Benz Center also widens our premium product offerings, putting them under ‘one house’, providing more options for consumers.”

smart showroom

The new smart showroom is located on Level 3 of the Mercedes-Benz Center and currently houses both smart #1 and the newly launched smart #3 including both Pro+ and BRABUS variants. The operating hours for the showroom will be from 8.30am to 7.00pm daily except for Sunday, which will be from 10.00am to 6.00pm.

The showroom, illuminated by natural light and enhanced by minimalist design, feels spacious and inviting. Within the showroom, customers will also have access to the paint swatches and a selection of official smart-branded merchandise.

Other than getting up close and personal with the cars, customers can also look forward to an array of activities this weekend (14 & 15 September) at the smart showroom, and exclusive limited-time showroom opening deals with extra value worth up to \$10,000.

The smart #3

The smart SUV coupé #3 represents an even sportier interpretation of the design philosophy “Sensual Producty”, created exclusively by the Mercedes-Benz Global Design Team. Its exterior is defined by seamless, smooth lines and athletic curves, which aimed to enhance its aerodynamic performance.

smart #3 has a longer wheelbase, which gives an even more generous space in the rear, more akin to a luxury saloon than a compact SUV. With a 12.8” central display, the infotainment system provides ambient lighting options to set the mood and let you personalise your car. smart #3 was awarded with 5 stars in the Euro NCAP tests in 2023, and comes with smart Pilot Assist, offering 18 intelligent assisted driving features that provide a range of active safety technologies that boast superior detection and reaction capabilities which ensure a safety-focused drive in typical urban traffic scenarios, such as crossing bicycles and motorcycles.

Ms. Mandy Zhang, the Global CMO of smart, stated, "The official launch of #3 constitutes another momentous milestone for smart in Singapore. With its sporty design and thrilling driving performance, the #3, along with #1, will meet the diverse needs of customers and enrich the significance of the modern urban lifestyle. Moving forward, we will continue to cooperate with Cycle & Carriage to fulfill our commitment of providing unique and exciting brand and product experiences to Singaporean customers."

Similar to smart #1, C&C will be retailing the smart #3 in two variations, namely the smart #3 Pro+ and the smart #3 BRABUS. The smart #3 Pro+ has an impressive performance that can accelerate from 0 to 100 km/h in just 5.8 seconds, and the BRABUS version can do so in 3.7 seconds. Its battery can also be charged from 10 per cent to 80 per cent in under 30 minutes with a range of 415km to 435km (WLTP Combined) on a full charge.

Market leader with strong expertise

Having been around for over a century, C&C is one of the most recognised and diversified automotive groups in the country. As a leading automotive distributor group in Southeast Asia as well as the exclusive dealer of Mercedes-Benz in Singapore, C&C has established a whole ecosystem of sales and aftersales channels in Singapore and has a team of highly experienced team. This will provide smart with operational advantages and the ability to expand quickly in the Singapore market.

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About Cycle & Carriage

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, smart, Gogoro, and used car arm, Republic Auto, we are committed to support our customers at every step of the way. At Cycle & Carriage Singapore, we are also dedicated to enable 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.

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