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smart-Brabus GmbH extends the smart product range

Geneva/Renningen, Mar 05, 2002 Micro Compact Car smart GmbH (Renningen) and Brabus GmbH (Bottrop) have signed a memorandum of understanding declaring their intention to found a joint company called smart-Brabus GmbH. Each parent company will hold a 50 percent share in the company to be established.

The purpose of the company is to develop and produce custom components for cars, based on the smart City-Coupé and smart Cabrio, and also future model lines of the smart brand. smart-Brabus GmbH will upgrade the equipment packages of the respective model lines – to start with for the City-Coupé and the Cabrio. This means that in addition to the smart & pure, smart & pulse and smart & passion, a top line, limited special models and exclusive equipment and accessory packages will be offered.



The cars will combine the character of the smart & pulse as a sporty variant and the smart & passion as a comfort variant and further upgrade them. This gives customers an opportunity to drive a smart model with both additional engine power and also with exclusive equipment.

Andreas Renschler, chairman of the management board of MCC smart says that: “Numerous customers have signalled to us that they would like both: on the one hand a sporty car with a tuned engine and the resulting additional driving pleasure, and on the other hand they do not want to do without the smart & passion’s comfortable standard equipment. We have fulfilled this wish and are now offering our customers cars which are positioned above the familiar equipment packages. This will of course not just be the case for the City-Coupé and the Cabrio, but also for further model lines under the smart brand name. The smart product programme will furthermore be supplemented by additional, exclusive accessories and equipment packages.”

Bodo Buschmann, managing director of Brabus says that “Since the launch of the smart in October 1998 Brabus has upgraded cars both visually and technically and has been MCC smart’s sole official tuning partner. We are pleased that the formation of smart-Brabus GmbH is laying the foundations for further, even more consistent cooperation.”

The “1st edition”, which will be offered for sale through the smart sales partners, is a first example of the achievement potential of this joint venture. This car is celebrating its world première today at the International Motor Show in Geneva. The two seater, which is available as a City-Coupé or a Cabrio, is proof of the creativity, innovative power and flexibility of the cooperation partners. The “1st edition” will be produced in limited numbers and labelled as an exclusive special model.

The “1st edition” is equipped with the SUPREX turbo engine familiar from the smart city-coupé and cabrio with a power output which has been increased to 52 kW (70 hp). The top speed is electronically limited to 135 km/h, and the maximum torque is 100 Newton metres. The 195/45 R16 tyres on the front axle and the 225/35 R17 tyres on the rear axle are mounted on exclusive light-alloy rims.

This special model will initially be available in Belgium, Germany, Holland, Austria and Switzerland from June 2002. In Germany the cars will be offered at a price of 19,900 euro (City-Coupé) or 22,500 euro (Cabrio) including VAT. The “1st edition” and a selection of exclusive accessory parts can be ordered from smart Centers from the end of April.

Photos and Text: Daimler-Chrysler Press

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