

Limited edition of smart forjeremy goes into series production: Haute couture on four wheels

Stuttgart/Shanghai, Apr 20, 2013 -- The smart forjeremy is going into series production. At the Shanghai Auto Show (21 to 29 April 2013), smart will be showcasing the unique model created together with internationally renowned fashion designer Jeremy Scott, which will be available as an extremely limited special edition licensed for road use. With its striking wings at the rear, the vehicle retains a central design element of the original show car. Production is scheduled to begin in April 2013. The smart fortwo edition by Jeremy Scott is available as a coupé with either a local emission-free electric drive, BRABUS electric drive or a powerful BRABUS 75 kW petrol engine.

Jeremy Scott gives smart wings – the most eye-catching feature of the new smart fortwo edition by Jeremy Scott is the two vertical wings just above its rear lights. As Jeremy Scott explains: "I wanted to design something out of the ordinary, something that expressed my dreams and fantasies and that transferred my fashion ideas to automotive design. I see myself driving this car and can well imagine my friends and cool people all over the world loving the unique design of this smart."

The tridion safety cell, door mirror caps and radiator grille are all painted in alubeam. By contrast, the bodypanels and 16"/17" Monoblock alloy wheels are finished in polar white in the BRABUS drive variants. The mirror triangle and rear lid are embellished by logos and lettering featuring the words "by Jeremy Scott".

White is also the dominant colour in the interior, together with fine materials: the seats, door centre panels, gear knob (petrol version only) and kneepad are all tailor made with white, embossed leather complete with white stitching. The diamond stitching on the seat surfaces and backs is also found on the door centre panel. The top part of the instrument panel is covered with embossed black tailor made leather and also boasts white contrast stitching. The 3-spoke sports steering wheel is covered with white leather.

A pleasing contrast is created by the dashboard instruments, the trim to the side of the instrument panel and the gearshift trim, all of which are finished in alubeam. The classy look is underlined by black velours floor mats with white leather trim and "Jeremy Scott" in elegant lettering.

A choice of three engines

The exclusive special model is available with three different engine versions. All vehicles will be built by smart-BRABUS GmbH in a tailor made manufacturing process:

- smart fortwo edition by Jeremy Scott electric drive: with a 55 kW electric motor
- smart fortwo edition by Jeremy Scott BRABUS electric drive: with a 60 kW electric motor
- smart fortwo edition by Jeremy Scott BRABUS: with a 75 kW petrol engine

Exuberant creations: Jeremy Scott

Wings are one of the recurring design elements used by Jeremy Scott to great effect. Be it sweatshirts, sunglasses, watches or sneakers, winged motifs crop up again and again in his collections. Jeremy Scott is regarded as the last rebel of the fashion scene. When it comes to style and design, he knows neither boundaries nor conventions. His polarising impact has established him as a pop icon and a creator of exceptional fashion designs. Many stars from the music scene have embraced his avant-garde creations – they are worn by leading names such as Lady Gaga, Rihanna, Katy Perry, Madonna, Björk and Kanye West.

Born in Kansas, Missouri, Jeremy Scott first went to New York in 1992 to study fashion design at the Pratt Institute, one of the leading schools of art and design in the USA. After graduating in 1996, he made a beeline for Paris to launch his design career at the tender age of 21. In 1996 and 1997, he won

the "Venus de la Mode Award" for the "Best New Designer" and was nominated for the "Best Young Designer" award by the Council of Fashion Designers of America (CFDA) in 1999. In 2001, the award-winning wunderkind returned to the USA to take up residence in Los Angeles.

Here is an overview of the prices:

smart forjeremy

Engine/power / Engine type

Engine capacity

Price in € (incl. 19% VAT)

1.0 l (75 kW/102 hp) turbo petrol engine / 3-cyl. in-line turbo engine

999 cc

33,333 euro

55 kW electric drive

Electric motor (magneto-electric motor)

34,800 euro

60 kW BRABUS electric drive

Electric motor (magneto-electric motor)

40,600 euro

All prices are based on Germany and include 19% VAT.