New Smart Fortwo and Fourfour with highly aesthetical Maier parts

26/11/2014



Unmistakeably smart

"smart stands for FUN.ctional design, as the brand is defined by two poles – the heart and mind. The design idiom is clear and purist and therefore very progressive. The typical smart attributes are being carried into a new era: the typical silhouette with the ultra-short overhangs, the clear lines, forms and surfaces, the tridion cell and the updated, likeable smart face," says Gorden Wagener, Head of Design at Daimler AG. "It is never easy to design the successor to a design icon – but it is all the more exciting."

FUN.ctional – the exterior design

Extremely short overhangs at front and rear – the new smart generation also possesses these typical proportions. And thanks to the 100 mm wider track, the wheels are positioned further outwards. These characteristic proportions offer outstanding visibility and agility and, together with the rear engine, enable a passenger cell accommodating an unrivalled amount of space in such compact dimensions. The colour contrast between tridion cell and bodypanels is another characteristic feature of the smart brand.

The smart sports a friendly but self-assured face. A decisive feature of this friendly face is the signature smart grille, which is now slightly larger. The grille's perforated structure results from a honeycomb pattern. The honeycomb is paler towards the outside - the designers refer to this as fading. The radiator trim is available in a variety of colours to match or contrast with the

bodypanels, including black, cool silver and white. The second, black cooling air opening in the bumper also features the honeycomb pattern.

The markedly larger updated smart logo in the middle of the grille also demonstrates self-confidence. It is now three-dimensional and almost spherical in shape, harmonising with the smart's distinctly more sensuous lines. The logo features a matt finish rather than a high-gloss look, similarly to all the sparingly applied chrome accents.
The rhombic front lamps are truncated slightly at the top, producing an attractive sporty look. The U-shaped daytime driving lights add a characteristic design feature. In combination with the LED & Sensor package, the headlamps incorporate a welcome function: when the car is unlocked, the light in the headlamps pulsates, as if the smart were welcoming its owner.

Easy-going and charming – the interior design

"Loop" is the designers' name for the emotional sweep that features as a leitmotif in the interior, embellishing the dashboard and doors, for example. The sculptural dashboard itself consists of two sections - a bold and sensuous outer section which can optionally be covered with fabric, and a large, concave inner section incorporating the functional elements. In front of the dashboard, the instrument cluster and the infotainment centre with radio/navigation appear to hover in front of the dashboard.

The colour and material concept underscores the easy-going and charming character of the new smart generation, with the equipment lines standing for a distinctive and individual appearance. The sporty front seats with bold contours are designed as integral seats.

Three equipment lines: passion, prime and proxy

Passion, Prime and Proxy are the names of the three lines which upgrade the smart fortwo and smart forfour and provide for visual differentiation, particularly in the interior. The most important features at a glance:

- The **passion** line is very stylish and modern with a choice of colour combinations in black/orange or black/white for the interior. The multifunction steering wheel in leather, the instrument cluster with a 3.5-inch colour TFT display and the Direct-Steer system with variable ratio combine a high-quality ambience with functionality.
- Features such as black leather seats with white topstitching, a multifunction steering wheel and shift lever knob in leather give the interior of the **prime** line an elegant and classic look. Standard equipment features include Direct-Steer system, heated seats for driver and passenger and Lane Keeping Assist.
- The **proxy** line defines itself as an innovative trendsetter. Highlights are the panoramic roof and the seats in leather look and white/blue fabric. The Cool & Audio package provides for plenty of entertainment and a pleasant climate, whilst the Sports package with 16-inch alloy wheels is perfect for dynamic motoring.