



[A special edition of the smart fortwo electric drive](#)

**Press information**

## **The smart fortwo electric drive edition Disney**

September 12, 2014

- **The first special car edition in the automotive industry to feature a Disney character (limited to Japan)**
- **The exterior features a color scheme reminiscent of Mickey Mouse**
- **Designed under the comprehensive "smart BRABUS tailor made" customization program, the interior represents an expression of the Disney philosophy**

Mercedes-Benz Japan Co., Ltd. (President: Kintaro Ueno; Head office: Minato-ku, Tokyo) introduces a new special edition of the smart fortwo electric drive. Beginning today, a total of 40 orders can be placed for the "smart fortwo electric drive edition Disney" through the nationwide network of authorized Mercedes-Benz dealerships. Delivery of the new smart Disney edition will start in December 2014.

The new special edition is based on the electric drive variant of the smart fortwo microcompact car, which was developed with the motto, "maximum safety, comfort, and environmental compatibility in the minimum body size," and benefits from the automotive engineering expertise of Mercedes-Benz. The new special edition of the smart electric vehicle is the very first product in the automotive industry to feature Mickey Mouse, the Disney character loved by people of all ages.

The exterior color palette of the new smart fortwo electric drive edition Disney includes four colors reminiscent of Mickey Mouse: black, white, red, and yellow. The body is matched to the red color of Mickey's clothes, while the exterior mirrors are painted in the yellow of his shoes and the wheels in white.

The tridion safety cell, an iconic component of the smart fortwo, is dotted with Mickey Mouse silhouettes, one of them being a special Mickey. The side of the exterior mirrors and the rear end bear "edition Disney" lettering.

The interior of the new limited edition of the smart electric vehicle catches the eye with exclusive finishes available under the comprehensive "smart BRABUS tailor made" customization program. After shipment from the smart plant, experienced craftsmen at smart-BRABUS GmbH complete all customized design elements including exterior details for each unit of the edition Disney. In this process, the seats are removed first and the seat cushion and backrest covers are replaced by fine leather items with diamond stitching in red. Head restraints are embroidered with Mickey Mouse silhouettes, while the shoulders

have "edition Disney" lettering. The "@Disney" tags attached to the seats are evidence that this special edition is an authentic Disney model. Red interior components reminiscent of Mickey Mouse, door trim and a leather-covered dashboard with diamond stitching in red, and velour mats with "edition Disney" lettering are further special interior features that reflect Disney philosophy.

Powered purely electrically, the smart fortwo electric drive offers eco-friendly zero-emission mobility in the ultimate. Fitted with an electric motor delivering a peak output of 55 kW and a maximum torque of 130 Nm, it delivers driving dynamics with great reserves, reaching a top speed of 125 km/h. The highly efficient 17.6 kWh lithium-ion battery enables the lively city car to travel more than 181 kilometers when fully recharged. The battery can be recharged from 0 to 100% in approximately eight hours.\* If connected to the charger overnight, it can be used first thing in the morning. \* Via a 200 Vac electric vehicle charging socket. No quick charging device is available.

Under the new national Eco-car Tax Reduction program (vehicle weight tax and acquisition tax), this special limited edition will be fully exempted from both taxes. It will also qualify for the "Subsidies for Measures Designed to Promote Introduction of Clean Energy Vehicles."

Owners of the new special edition enjoy warranty benefits for three years from the time of new-car purchase, with unlimited mileage. In addition, a coupon campaign is currently underway. During the campaign period, two service programs usually available for a fee can be subscribed to free of charge: The beneficial "smart maintenance pack" service program (¥132,840 including tax) includes inspections\* and some periodically replaced parts and expendables, with unlimited mileage. In the event of a failure during a journey, the six-year "smart touring support" service program with unlimited mileage (¥38,880 including tax) gets the smart driver out of trouble by providing technical support on the spot. The campaign coupon can be downloaded from the official smart website: <http://www.smart-j.com>. \* Manufacturer-specified inspections/maintenance (legally required first-year/biyearly inspections plus inspections specified by MBJ). The maintenance indicator shows the schedule for the next maintenance session depending on the mileage or the time elapsed from the previous one.

Model name	smart fortwo electric drive edition Disney
Steering	RHD
Number of units available	40
Body colors	Rally red
Tridion safety cell color	edition Disney-specific design
Interior color	Black (BRABUS leather)
Special features	<p>Exterior</p> <ul style="list-style-type: none"> <li>▪ Specific tridion safety cell with Mickey Mouse silhouettes</li> <li>▪ Specific radiator grille in body color</li> <li>▪ Specific exterior mirrors in yellow</li> <li>▪ Specific badges on exterior mirrors and rear end</li> <li>▪ 15-inch light alloy wheels in nine-spoke design, painted in crystal white</li> </ul> <p>Interior</p> <ul style="list-style-type: none"> <li>▪ Seats covered with BRABUS leather, with Mickey Mouse silhouettes, "edition Disney" lettering, red diamond stitching, and seat heating</li> <li>▪ Dashboard covered with BRABUS leather, with red stitching</li> <li>▪ Door trim made of BRABUS leather with red diamond stitching</li> <li>▪ Red accent parts, e.g., turn signal indicator/windshield wiper blade lever end caps, instrument cowl, and dashboard side panels</li> <li>▪ Velour mats with "edition Disney" lettering</li> </ul>
<b>Suggested nationwide retail price*</b> ( ): basic vehicle price without consumption tax	<b>¥ 3,990,000</b> ( ¥ 3,694,445)

\* The price indicated above does not include accessories, taxes (other than consumption tax), insurance premiums, and registration expenses. The customer must separately pay a recycling fee required by the Automobile Recycling Law.

