

Daimler Brand & Design Navigator

20. April 2022

>> The brand for forward-thinkers.

We are more than just a car manufacturer – we are a great idea for urban mobility.

Where we come from.

Ever since the birth of our brand in 1997, we have questioned the status quo and called for more joy of life in the city. For our time, we had the answers to questions of the future – urbanisation, individualisation, the lack of time and space – but no one even dared to ask them. Our bold, new vehicle concept rewrote the automotive industry's rulebook and undermined the predominant philosophy of 'bigger is better'.

We started out as a collaboration between Swatch and Mercedes-Benz, but Mercedes-Benz engineers had made first drafts of an electric city car as far back as the early 1970s! And so, at the close of the 1990s, we revolutionised the automotive industry with our first generation smart fortwo.

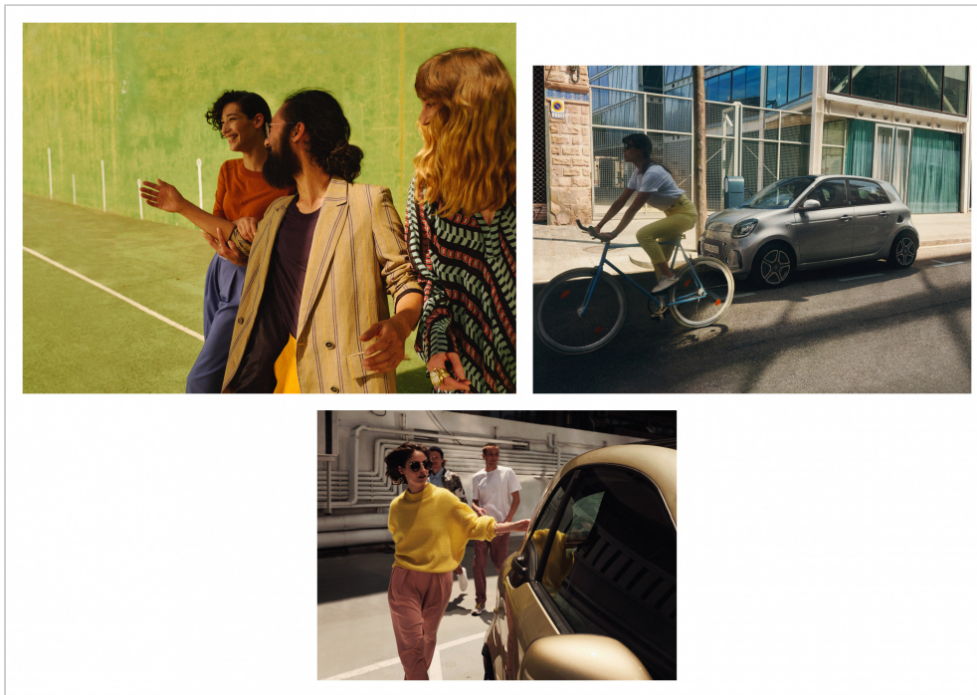


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Our brand promise: to ease urban life.

Today we are a premium car brand that is **part of an urban lifestyle, the arts and fashion culture**. We are based on one overarching idea, one strong reason that guides us in everything we do: we want to **make life in the cities easier** and **liberate customers from everyday urban hassles**.

We are **radical, simple, and liberating** in this and intend to prove it in everything we do. We create **revolutionary, unexpected solutions** and are **consistent and brave** in doing so. We strive to make everything we do as **easy to understand and use** as possible and put our customer's needs first. We aim to create solutions that benefit not only the individual – they **make urban life more enjoyable for everyone**.



Our smart community.

Our smart drivers are more than just car owners– they are an extraordinary community **united by a love for their city and a progressive mindset**. They revel in defying conventions and anticipate shaping the future. The smart community strives for **independence and individuality**. They are curious and open-minded, want to **live sustainably** – and intend to **enjoy** doing so.

