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The City Gets a New Soundtrack with smart and Sennheiser

- **Sennheiser is the official sound system partner for the new smart #2**
- **Selected lines of the city two-seater will be equipped with a 7-speaker Sennheiser Sound System**
- **Drivers can enjoy an authentic, high-quality audio experience in smart's reimagined most compact model**

Leinfelden-Echterdingen/Wedemark, Germany, 2 September 2026 – smart and Sennheiser are elevating the sound experience in the ultra-compact car segment with the upcoming smart #2, marking the next chapter of their successful partnership. Following the introduction of the Sennheiser Signature Sound System in the smart #5, the renowned German audio specialist will become the official partner for smart's newest model, bringing its audio expertise to the brand's new all-electric two-seater.

A Refined Sound Experience

Selected smart #2 model lines will feature the dedicated 7-speaker Sennheiser Sound System, engineered specifically for the vehicle's very compact cabin architecture. Combined with Sennheiser's proprietary Contrabass algorithm and expert acoustic tuning, this carefully optimized configuration delivers a refined audio experience that exceeds the performance typically found in vehicles of the compact segment and beyond.

Wolfgang Ufer, CEO smart Europe: "Bringing back the smart two-seater is about more than creating a great city car. We want every drive in the smart #2 to feel special, from the way it moves through the city to the way it sounds inside. Together with Sennheiser, we're creating a compelling sound experience that adds another emotional dimension to the car and makes you want to stay behind the wheel just a little longer."

For the smart #2, Sennheiser has crafted a soundstage that extends music beyond the physical boundaries of the two-seater cabin while creating an enveloping listening environment for the driver and passenger. With three customizable bass levels and three sound presets – Studio, Live and Vocal – drivers and passengers can tailor the audio experience to match their journey.



Dr. Veronique Larcher, Managing Director Sennheiser Mobility: “Our partnership with smart continues to demonstrate what is possible when automotive innovation and audio excellence are developed hand in hand. With the 7-speaker Sennheiser Sound System in the new smart two-seater, we have once again transformed the vehicle into a space that delivers the clarity, balance and emotional impact listeners expect from our brand. ‘Small car, big sound’ perfectly captures how our two brands worked together to create an unexpectedly powerful listening experience for every journey.”

Well on Track: The Next Stage of Sound System Partnership

Building on the thoughtfully crafted cabin concept of the upcoming smart #2, the partnership with Sennheiser enhances the overall in-car experience through authentic sound reproduction. The audio system reflects both brands’ shared ambition to combine meaningful innovation with everyday usability. The collaboration builds on a successful global partnership between the two companies and represents a further step in integrating exceptional technology solutions into the next generation of smart vehicles.

The smart #2 reimagines the original smart two-seater for a new era of urban electric mobility. Designed around intelligent use of space, thoughtful innovation and everyday usability, the vehicle reflects smart’s commitment to create meaningful experiences that are aligned with how people live and move through modern cities.

The all-new smart #2 will celebrate its World Premiere at the Paris Motor Show on 12 October 2026.

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About smart

smart Europe GmbH is a wholly-owned subsidiary of smart mobility International Pte. Ltd. and was founded in June 2020 in Leinfelden-Echterdingen, near Stuttgart. smart Europe’s international team is responsible for all sales, marketing and after-sales activities for the next generation of smart vehicles, products and services of the brand in the European market. With Wolfgang Ufer as CEO and Martin Günther as CFO, the company is developing its full potential in Europe with a highly efficient and customer-oriented business model. The international smart joint venture was established between Mercedes-Benz AG and Geely Holding Group. smart positions itself as a leading provider of intelligent electric vehicles in the premium segment.



About Sennheiser

We live and breathe audio. We are driven by the passion to create audio solutions that make a difference. This passion has taken us from the world's greatest stages to the quietest listening rooms – and made Sennheiser the name behind audio that doesn't just sound good: It feels true. Since 1945, we have stood for building the future of audio and bringing remarkable sound experiences to our customers. While professional audio solutions such as microphones, meeting solutions, streaming technologies, professional headphones, automotive audio solutions, as well as wireless microphone and monitoring systems are part of the business of Sennheiser electronic SE & Co. KG, the business with consumer devices such as headphones, soundbars and speech-enhanced hearables is operated by Sonova Holding AG under the license of Sennheiser.

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