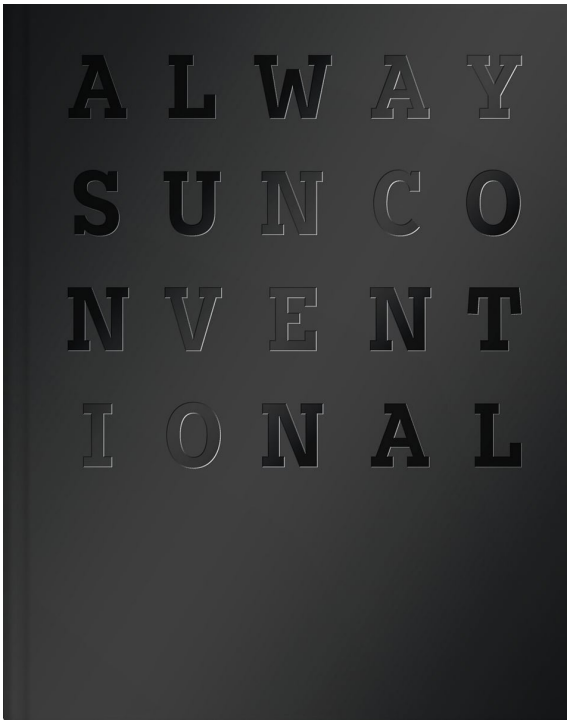
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Always Unconventional

Edited by Benedikt Hilger

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- Official smart book to celebrate the brand's 25th anniversary
- Special section with individually designed works of art by the renowned Austrian designer Stefan Sagmeister Portraits of relevant people from smart history – including CEO Dirk Adelmann, Dieter Zetsche, Johann Tomforde and Bettina Fetzer
- Profile of all models from 25 years of smart

Twenty-five years of smart cars. The anniversary is the reason for this beautifully illustrated book. With entertaining and visionary stories, inspiring art, and memories of the brand's automotive milestones, this book provides surprising insights into the smart world.

This book is a passionate, creative and above all unconventional homage to the brand.

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