



smart

smart times

Edition Hungary | 2015 sneak preview



smart – a Daimler brand

>> UnFORgettable.

2015 August 28 to 30, Budapest, Hungary





The journey continues... get ready for smart times 15!

The journey continues and in the summer of 2015 it will take us to Budapest. We will celebrate our vehicles in a city that could hardly be any more multifaceted, colourful and steeped in history. A very committed host country awaits us with lots of passion for smart and our event.

At this point we would like to express our thanks for the irresistible invitation! We can hardly wait and are already really looking forward to smart times 15 in one of Europe's hippest cities. Don't miss experiencing the cultural, scenic and culinary variety offered by Hungary. What's more, Budapest and the Danube merge to create a unique landscape offering the perfect location for smart times 15!

Heldenplatz, a vast square in the heart of Budapest, will be the impressive venue for our event. We will write the next chapter of the smart times story in a historic setting. For the first time the smart community will come together in the middle of a capital city. The good accessibility of the city on the Danube in the heart of Central-Eastern Europe with 7 neighbouring countries is a further bonus.

We hope you enjoy discovering Hungary and we look forward to seeing you again at smart times 15 in Budapest!

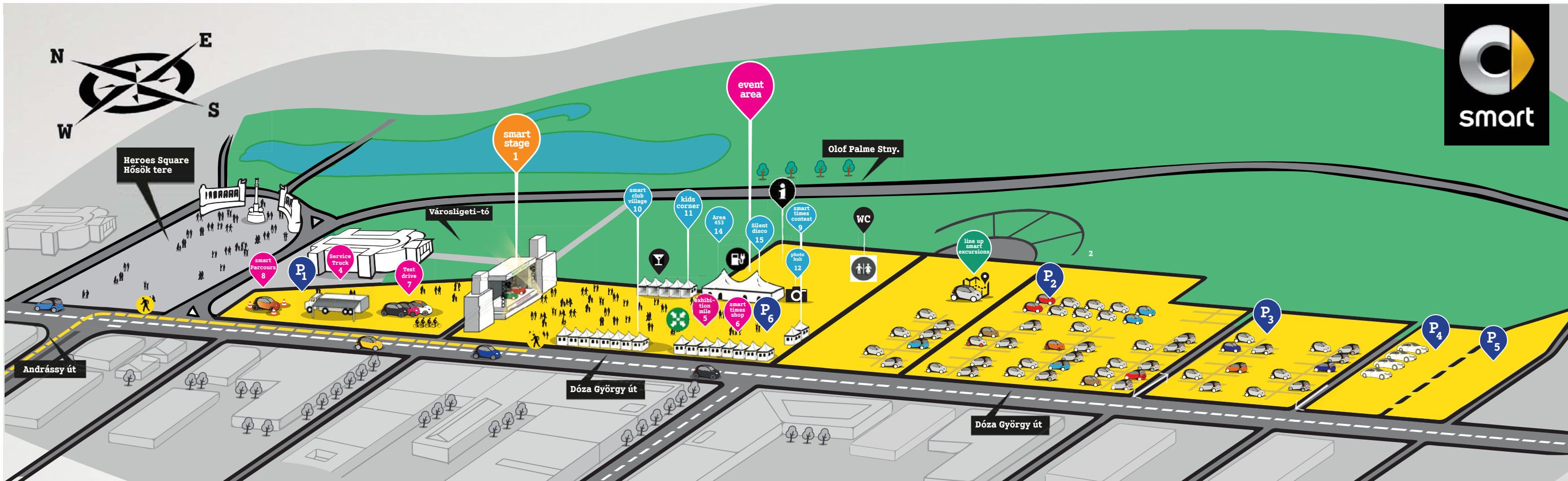
Your smart times team



>> smart times 2015 program.



date	smart times information			smart times Excursions		smart stage		World of smart FOR smart cars			World of smart FOR smart fans		
Wednesd. 26-08-15				08:00-12:00	Informationdesk Excursions P2			10:00-20:00	Service Truck P1				
				08:30-19:00	unforgettable Balaton Tour P2								
Thursday 27-08-15				08:00-22:00	Informationdesk Excursions P2			10:00-20:00	Service Truck P1				
				09:00-13:00	unforgettable Filmstudiotour P2								
				13:00-18:30	unforgettable Castle Tour P2								
				21:00-24:00	unforgettable Night Drive P2								
Friday 28-08-15	09:00-23:00	Check In - Lost & Found Helpdesk	Event Area	08:00-24:00	Informationdesk Excursions P2	16:00-16:30	smart Expert Workshops Stage	10:00-20:00	Service Truck P1	10:00-22:00	smart Club Village Event Area		
	09:00-24:00	smart times bar & market stands	Event Area	09:00-16:00	unforgettable Danube Tour P2	18:00-18:15		10:00-22:00	Exhibition mile Event Area	10:00-22:00	Kids Corner Event Area		
				23:00-01:00	unforgettable Night Drive P2	18:30-19:00		10:00-22:00	smart times shop Event Area	10:00-22:00	Area 453 Event Area		
						20:00-21:00	Welcome Show Stage	10:00-22:00	smart + smart ebike Testdrive P1	12:00-20:00	Chill-Out Silent Disco Event Area		
	18:00-21:00	Free Goulash	Event Area			21:00-21:30	Twentees Stage	10:00-20:00	Contest Judgement Event Area	10:00-20:00	smart Expert Workshop Event Area		
						22:00-22:45	Mary Popkids Stage	10:00-20:00	Turning circle parcours P1	15:00-15:30	Hungarian Show Event Area		
	Saturday 29-08-15	09:00-23:00	Check In - Lost & Found - Helpdesk	Event Area	10:00-14:00	Line Up Parade Hungaroring	13:00-13:30	BMX Show Stage	10:00-20:00	Service Truck P1	10:00-22:00	smart Club Village Event Area	
		09:00-24:00	smart times bar market stands	Event Area	10:00-13:00	Craziest smart contest Hungaroring	15:00-15:30		10:00-22:00	Exhibition mile Event Area	10:00-22:00	Kids Corner Event Area	
					10:00-13:30	smart turning circle competition Hungaroring	17:00-17:30	Club Contest Stage	10:00-22:00	smart times shop Event Area	10:00-22:00	Area 453 Event Area	
10:00-13:00							smart lap Hungaroring	18:00-18:15	Beat the JBL smart Stage	10:00-20:00	smart + smart ebike Testdrive P1	12:00-20:00	Chill-Out Silent Disco Event Area
14:00-16:00					smart times Parade Hungaroring	20:00-20:20	Dance Crew Stage	10:00-20:00	Turning circle parcours P1	16:30-16:45	Hungarian Show Event Area		
						20:20-21:00	Contest Ceremony Stage						
							21:00-21:15	smart times 2016 Show Stage	10:00-20:00				
									22:00	After Show Party Hello BabyBar			
Sunday 30-08-15		09:00-12:00	Check In - Lost & Found - Helpdesk	Event Area									
													



smart times venue 2015

- smart times zone
- Meeting Point
- smart times information

Check-In / Help Desk:

Catch your welcome goodies and any needed information.

Lost & Found:

Look and find with a helpful team on your side.

- smart times excursions: Get your roadbook.

- Toilettes

Parking space:

- Special car & Testdrive
- For smart cars only
- smart cars including other car brands.
- Logistic
- smart Club Parking

- Gastronomy:
The smart times bar and market stands provide you with local snacks and drinks.

- smart stage:**
 - > Néptánc group: Tune it up with Hungarian dance moves.
 - > Local tunes: Feel like Hungarian party makers.
 - > Welcome of the nations show: Hello everybody, we love our community!
 - > Stay tuned for various artists, it will be crazy!
 - > smart times club contest programme and award ceremony: Honor where honor is really due.
 - > smart times 16 goes to...: Already excited about smart times 16?!

- Line up for unforgettable smart times excursions:**

- > Night drive
- > Balaton experience
- > Castle tour
- > Danube tour
- > Filmstudio tour

- Line up for smart times Parade, Hungaro Ring**
Mogyoród, Versenypálya 0222/2/3/6, 2146 Hungria

World of smart: It's all about the smart car!

- Service Truck:**
Free service for your smart!
- Exhibition mile:**
Tents full with the spirit of smart:
 - > History of Hungary: Get your own smart times sticker.
 - > Live Tuning: Tune up your car!
 - > smart Brabus: Own smart brand league.
 - > Mercedes-Benz Accessories: Get your smart add-on.
 - > Mercedes-Benz Hungary: The Hungarian world of smart.
 - > Tourism: Explore the smart way of living @ Budapest.
- smart times shop:**
Brandnew, the smart times merchandise collection!
- Testdrive car:**
Already tried the new smart models @ the streets of Budapest?
- Testdrive ebike:**
Perfect example for urban mobility with two wheels!
- smart parcour: Turning Circle Parcours:**
Convince yourself of the new smart models!

World of smart: Welcome our dearest smart fans!

- smart times Contest:**
Let the best smart among all cars win!
Check out the categories:
 - > In-Car media SPL
 - > Tuning & Performance
 - > Design & Aesthetics
 - > Craziest smart
 - > JBL smart & Club Contest
- Club Village:** smart clubs from all over the world make a smart times show you have never seen so far!
- Kids Corner:**
Own area for our smart Youngsters!
- Photo Hub:**
Make faces – it's photo time!
- After Show Party:**
CU @ Hello baby bar.
- Area 453:**
Get the urban experience with the new smart models!
- Silent disco:**
Get your earphones and dance!

Arrival

Adress smart times 2015:
Ötvenhatosok tere H- 1146 Budapest

Helpful information:

Police: 107
Ambulance: 104
Fire Department: 105

General emergency call: 112
Break Down service: 188



>> smart times 15: we're celebrating 15 years of smart times

2015 is an anniversary year for smart times. We will be 15! It's hard to believe – what is now the world's biggest smart community event took place for the first time in the summer of 2000. So a historic site is a very suitable location to celebrate this anniversary.



>> Event address:

Felvonulási tér, 1145 Budapest, Hungary

>> Hot spots What to do in Budapest

- > **For water lovers:** Széchenyi spa – only 7 minutes walking distance from the smart times location
- > **For shopping fans:** Várkert Bazár – bazaar in castle grounds
- > **For coffee lovers:** New York Café (also: New York Kávéház)
- > **For gourmets:** Typical Hungarian cuisine at Klauzal Cafe, Chef Cafe, Kiskakukk Etterem, and much more...
- > **For party people:** Ruin bars – the pulsating hip bar scene with Hungarian live bands
- > **For architecture fans:** Chain Bridge, parliament, Buda Castle, and much more...
- > **For romantics:** a night-time bridge cruise on the Danube

>> Do it yourself: create your own itinerary online!

1. Go to: <http://bebudapest.hu/itinerary>
2. Put together your own personal itinerary
3. Save it on your smartphone or print it here.



>> Hősök tere – smart times at Heldenplatz in Budapest!

It takes a little practice to pronounce „Hősök tere“ perfectly in the national language. But one thing is certain: the monumental, centrally located and capacious Heldenplatz is the location for our smart times 15 in Budapest! Heldenplatz is preparing for the smart community and in August 2015 it is here that an exciting and sociable event will take place. This is the perfect location from which to explore the city or to discover the cultural and restaurant scene. It is an impressive reference point offering individual possibilities. Here is some general information on the event:

- > Exclusive excursion between 26 and 28 August
- > Main smart times event from 28 to 30 August
- > We are expecting thousands of smart drivers from around 30 different countries
- > First-class venue for smart fans & interested tourists

>> Get ready for smart times 15!

Whether your focus is on sporting activities, you'd prefer to relax with friends or party the nights away – it's up to you. Everything is possible at smart times 15! Here is a short preview of the programme:

- > Opening show with welcome of the clubs & nations
- > Excursion to Lake Balaton
- > the legendary smart parade
- > smart test drive
- > Exhibitors and tuners from all over the world
- > Beach volleyball
- > smart slot car racing
- > smart table football
- > smart fan wall
- > The smart times 16 goes to... show



Where to stay

Corinthia Hotel Budapest

Address: 1073 Budapest,
Erzsébet körút 43649

- > Distance to Heroes' Square: 1.9 km
- > Distance to the city centre: 1.6 km

You'll find more booking information
here: [http://www.corinthia.com/
hotels/budapest/](http://www.corinthia.com/hotels/budapest/)

>> 5 star hotels

Corinthia Hotel Budapest

Address: 1073 Budapest,
Erzsébet körút 43649

- > Distance to Heroes' Square: 1.9 km
- > Distance to the city centre: 1.6 km

You'll find more booking information
here: [http://www.corinthia.com/
hotels/budapest/](http://www.corinthia.com/hotels/budapest/)
Email: budapest@corinthia.com



>> 4 star hotels

Mirage Fashion Hotel

Address: 1068 Budapest,
Dózsa György út 88

- > Distance to Heroes' Square: 110 m
- > Distance to the city centre: 2.7 km

You'll find more booking information here: <http://www.miragehotelbuda-pest.com/> Email: info@miragehotelbuda-pest.com

Royal Park Boutique Hotel

Address: 1078 Budapest,
Nefelejcs u. 6

- > Distance to Heroes' Square: 1.7 km
- > Distance to the city centre: 2.5 km

You'll find more booking information here: <http://www.royalparkboutique-hotel.hu/> Email: reception@royal-parkhotel.hu

>> 3 star hotels

Ibis Budapest Heroes Square

Address: 1068 Budapest,
Dózsa György út 106

- > Distance to Heroes' Square: 500 m
- > Distance to the city centre: 2.8 km

You'll find more booking information here: <http://ibis-budapest-heroes-sq.h-rez.com/index.htm>

Six Inn Hotel Budapest Centrum

Address: 1064 Budapest,
Rózsa utca 85

- > Distance to Heroes' Square: 1.3 km
- > Distance to the city centre: 1.8 km

You'll find more booking information here: <http://six-inn.com/> Email: hotel@six-inn.com

Silver Hotel Budapest

Address: 1067 Budapest,
Hunyadi tér 11

- > Distance to Heroes' Square: 1.4 km
- > Distance to the city centre: 2.3 km

You'll find more booking information here: <http://www.silverhotelbuda-pest.hu/en>

>> Need help?

If you need any assistance making bookings or require further information then do not hesitate to contact the tourist office in Budapest: Email: info@itthon.hu / Tel.: +36-1-4388080

BALATON REGION

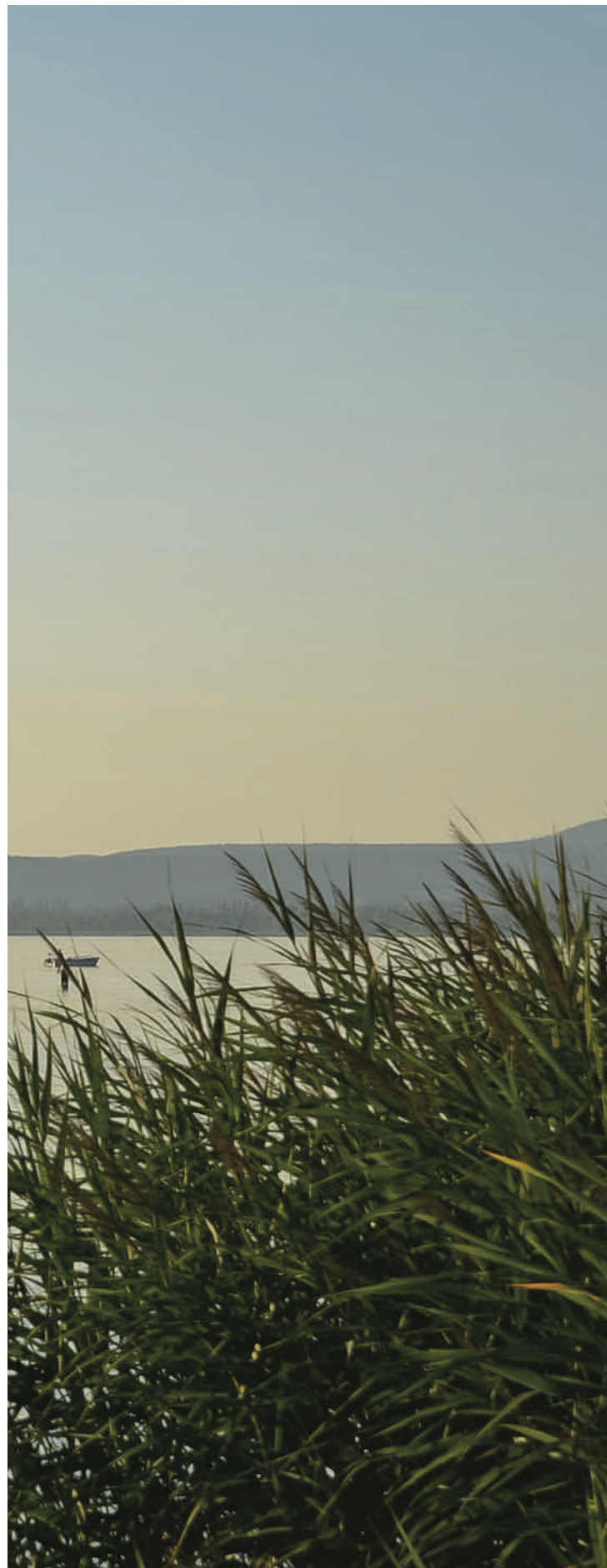
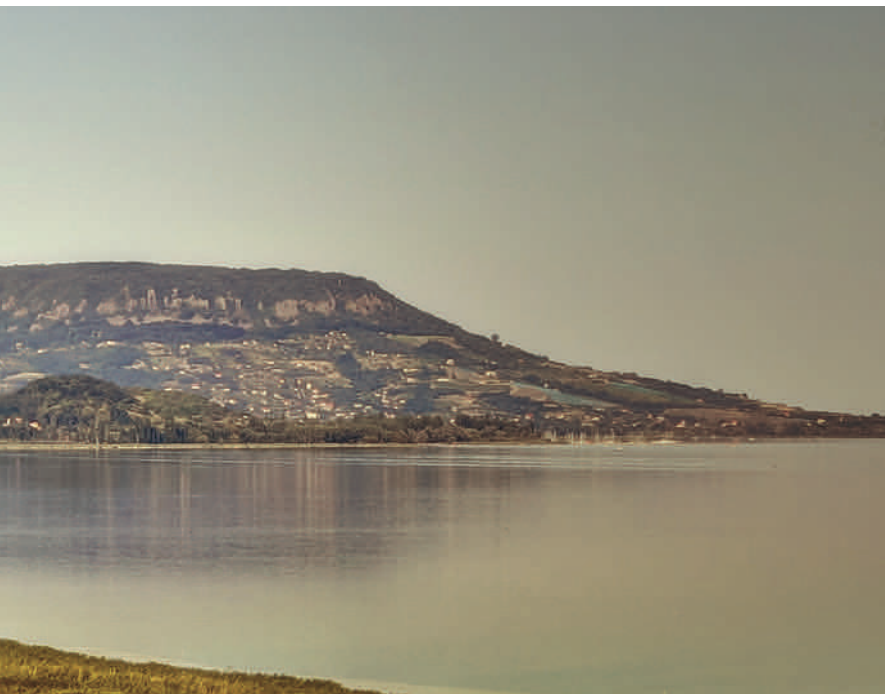


From national parks to hills, valleys and mountains – all kinds of natural spectacles await us in the Balaton region. Lake Balaton caters to every wish of water sports enthusiasts and beach-lovers. Its beautiful beaches are perfect for swimming, sailing or windsurfing. Those looking for wellness can relax in one of the many hot springs.

And indefatigable party-goers will find lively nightlife all around Lake Balaton. What's more, delicious, hearty Hungarian food can be found everywhere.

Make sure that you check out the quality produced by traditional Hungarian wine-growers for yourself.





WHAT TO DO UNTIL THEN?





>> Stay up to date and register now for smart times 15!

Join us right from the start! Registration is quick and easy at <http://www.smarttimes15.com> !

>> Like us on Facebook

Search Facebook for smart times 15 and follow all the information on smart times 15 right from the start!



smart

>> next stop

Budapest, Hungary
2015 August 28 to 30