

>> What to do in Hamburg.

For Architecture Lovers: Hamburg is known for fantastic modern buildings like the Elbphilharmonie next to older buildings like the Chilehaus and the St. Michael's Church.

For Party People: The famous Reeperbahn offers various clubs and bars, there is something for every music taste.

For Shopaholics: Hamburg is the perfect destination for shopping lovers: Mönckebergstraße, Schanzstraße, Susannenstraße, Marktstraße.

For Concert Fans: Book a concert at the famous Elbphilharmonie.

For Romantics: Go on a romantic walk on the Alster-way or book a boat trip at night through the Speicherstadt.

For Chocolate Lovers: The chocolate museum "Chocoversum" invites you on a tasty tour into a world of chocolate.

For Ship Fans: Go on a tour through the harbour and see the big container ships.

For History Fans: Take a look into the Speicherstadt and visit the Speicherstadtmuseum to learn more about the history of Hamburg.

>> Official smart times 2016 location:

Großmarkt Hamburg Obst Gemüse und Blumen
Wholesale Market for Fruit, Vegetables and
Flowers

Banksstraße 28
20097 Hamburg
Germany

>> What to do until then?

> Stay up to date and register now FOR smart times 2016!
Join us right from the start! Registration is quick and easy at:

www.smarttimes16.com

> Like us on Facebook and follow all the information on
smart times 2016 right from the start!

www.facebook.com/smarttimes



All fans of smart times 2016 should pay attention now! In Hamburg we are expecting a record number of participants. So register as soon as possible to secure a parking space on the event site and your participation in the parade. A parking space and a place in the parade is already reserved for those who have already registered. Register today and be there with your smart at smart times 2016 in Hamburg!"

>> smart times 2016 Hamburg 26th to 27th August.



>> Let's celebrate the biggest international smart community event.

The journey continues when thousands of fans celebrate amazing smart times together in Hamburg – the gateway to the world.
Register now at: www.smarttimes16.com



>> The Journey continues... Get ready FOR smart times 2016!

>> smart times is free time. Take a city trip with smart.

Next year we will explore a buzzing city in the North of Europe that is known for incredible sights and an inspiring combination of historical charm and modern Lifestyle.

We have organized tours for you that show you the main hot spots as well as hidden gems. You can participate in a city tour of Hamburg, where we will explore the Reeperbahn, the Elbchausse and Blankenese. Other tours will lead you to the inspiring city of Bremen and to the beaches close to St. Peter Ording.

The journey continues and in the summer of 2016 we invite you to Germany, into the cityscape of Hamburg. We will celebrate our smart cars at the Großmarkt in Hamburg.

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 looking forward to smart times 2016 in one of Europe's coolest cities.

It is a gathering of thousands of smart fans from all over the world, who get together once a year. They gain friendships with persons who have the same interests, they experience new perspectives through seeing new cities and they go for urban adventures with smart once a year.

We have been to many European places in the past and experienced joy and happiness together, while celebrating the best car in the world. Now, let's get ready for the next adventure in one year's time.

We can't wait to seeing you again at smart times 2016 in Germany, Hamburg!

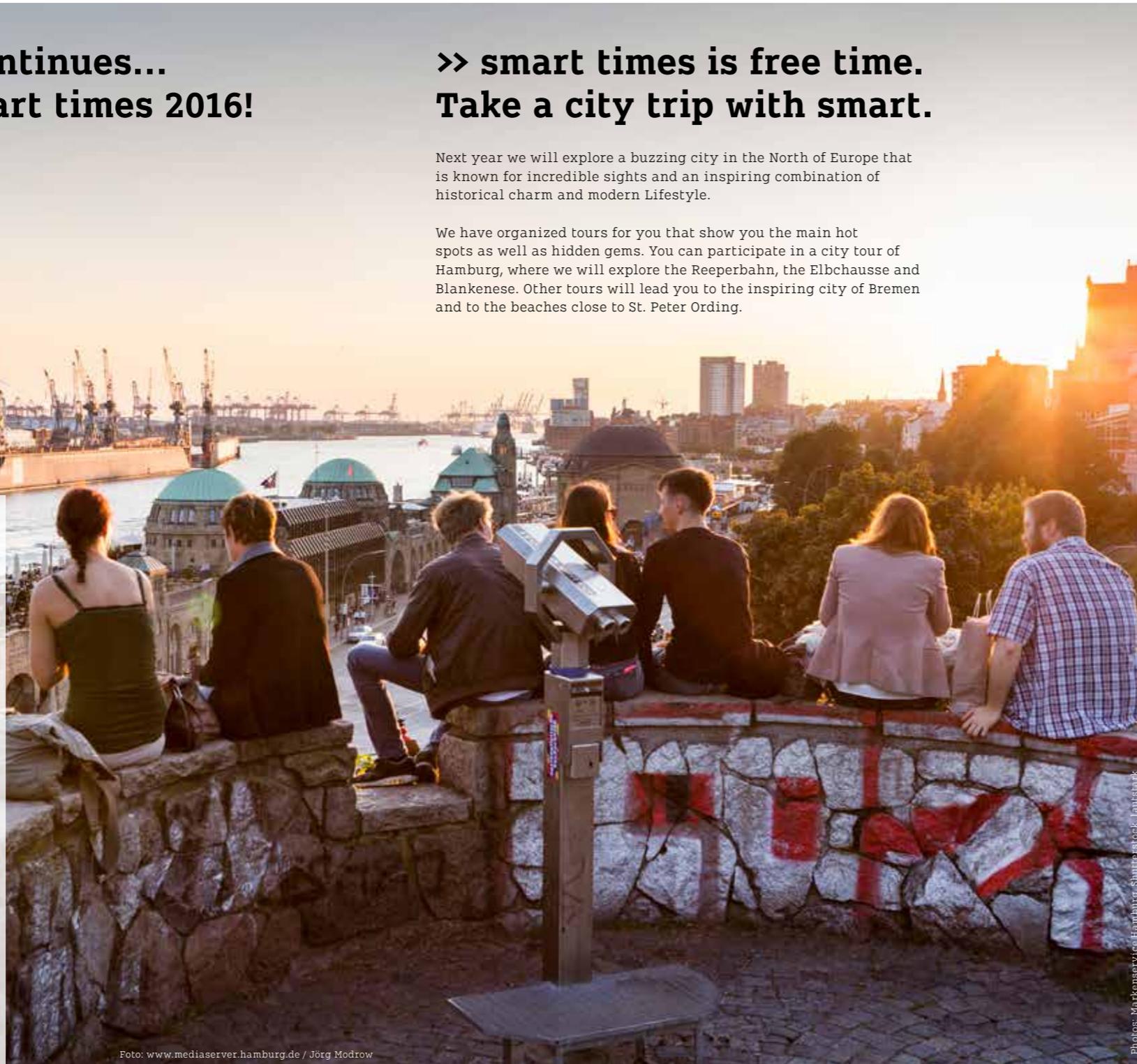


Foto: www.mediaserver.hamburg.de / Jörg Modrow



Foto: www.mediaserver.hamburg.de / Jörg Modrow

>> Sneak preview.

Moin, moin. Welcome to Hamburg. Whether you are into sporting activities, prefer to hang loose or party the nights away – its' up to you. Everything is possible at smart times 2016!

Here is a short preview of the programme:

- > Expressive Opening Show
- > Fantastic Artists and Acts
- > Legendary smart times parade
- > Citytours
- > Beach Tours to St. Peter Ording
- > Night Drive reloaded
- > And even more smart!

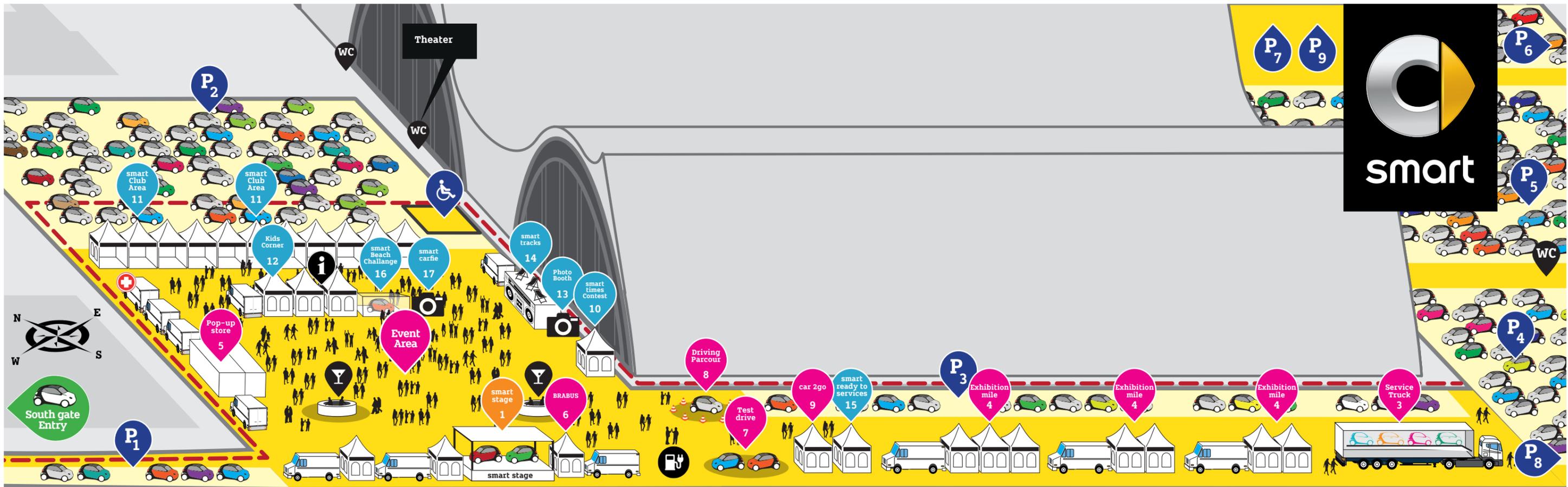


Photos: Markenservice Hamburg, Shutterstock, Jaurstaak

>> smart times 2016 program.



date	smart times information	smart times Excursions	smart stage	World of smart: It's all about the smart car!	World of smart: Welcome our dearest smart fans!					
Wednesd. 24-08-16	08:30-19:00	smart fleamarket smart Center HH - Niendorf	11:30	Explore Bremen smart Center HH - Wandsbeck						
			10:00	North Sea Tour smart Center HH - Niendorf						
Thursday 25-08-16	08:30-19:00	smart fleamarket smart Center HH - Niendorf	17:00	Hamburg Sunset Tour smart Center HH - Wandsbek						
			21:00	Night Drive I smart Center HH - Wandsbek						
Friday 26-08-16	08:30-19:00	smart fleamarket smart Center HH - Niendorf	10:15	Airbus Tour I P5	16:00-17:45	ACT ***coming soon*** Stage	10:00-20:00	Testdrive Testdrive Area	10:00-20:00	smart Club Area P2
	10:00-23:00	Check In - Lost & Found Event Area	15:15	Airbus Tour II P5	18:00-19:00	smart Clubs on stage Stage	10:00-20:00	Driving parcour Event Area	10:00-20:00	smart tracks container Event Area
	10:00-23:00	Street Food Festival Event Area	21:30	Night Drive II P5	19:00-19:15	smart times dance Stage	10:00-20:00	Service Truck Testdrive Area	10:00-20:00	smart ready to services Event Area
					20:30-21:00	Welcome of the Nations Stage	10:00-20:00	smart times contest - judgement Contest Area	10:00-20:00	Photo Booth Event Area
					21:00-23:00	DJ Thcil / GER Stage	10:00-22:00	Exhibitors Event Area	10:00-20:00	smart beach challenge Event Area
							10:00-22:00	Pop-up store Event Area	10:00-22:00	Virtual Reality Testdrive Event Area
							10:00-22:00	Brabus Event Area	10:00-22:00	Kids Corner Event Area
									10:00-22:00	smart carfie Event Area
Saturday 27-08-16	10:00-23:00	Check In - Lost & Found Event Area	10:00-14:00	Line up parade P2-P5	10:30-12:00	Citizens of the sun Stage	10:00-13:00	craziest smart Contest - judgement Contest Area	10:00-20:00	smart Club Area P2
	10:00-23:00	Street Food Festival Event Area	14:00	Parade (start) P2-P5	13:15-13:30	Award ceremony craziest smart contest Stage	10:00-20:00	Driving parcour Event Area	10:00-20:00	smart tracks container Event Area
					13:30-13:45	smart times dance Stage	10:00-20:00	Service Truck Testdrive Area	10:00-20:00	smart ready to services Event Area
					14:00-15:30	Samba Band Quinta Feira / GER Stage	16:00-20:00	Testdrive Testdrive Area	10:00-20:00	Photo Booth Event Area
					16:00-16:30	ACT ***coming soon*** Stage	10:00-22:00	Exhibitors Event Area	10:00-20:00	smart beach challenge Event Area
					16:30-16:45	Beat the JBL smart Stage	10:00-22:00	Pop-up store Event Area	10:00-22:00	Virtual Reality Testdrive Event Area
					16:45-17:30	Award ceremony smart times contest Stage	10:00-22:00	Brabus Event Area	10:00-22:00	Kids Corner Event Area
					19:00-19:30	st17 goes to.. Show Stage			10:00-22:00	smart carfie Event Area
					20:00-20:45	ACT ***coming soon*** Stage				
					21:00-22:00	DJ Jerome / GER (radio Hamburg) Stage				



>> smart times 2016 venue plan.



smart times zone.

South gate
Entry and check-in for smart drivers.

North gate
Exit for smart drivers.

Road.

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.

Toilettens

Parking space
P1 P2 P4 P5 P6 P8 P9 For smart cars only.
P3 Special car & Testdrive.
P7 Logistic & other car brands.
 Disabled.

Gastronomy
The smart times bar and food trucks provide you with food & beverage.
 Food trucks
 Bar

- 1 smart stage**
 - > Local tunes: Feel like German 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 2017 goes to...: Already excited about smart times 2017?!

2 Line up for smart times Parade: P2, P4, P5

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

- 3 Service Truck:**
Free service for your smart!
- 4 Exhibition mile.**
- 5 Pop-up store smart Center Hamburg.**
- 6 BRABUS.**
- 7 Testdrive car:**
Already tried the new smart models?
- 8 Driving Parcours:**
Convince yourself of the new smart models!
- 9 Car 2go.**

World of smart: Welcome our dearest smart fans!

- 10 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
- 11 smart times Club Area:** smart clubs from all over the world make a smart times show you have never seen before!
- 12 Kids Corner:**
Own area for our smart Youngsters!
- 13 Photo Booth:**
Make faces – it's photo time!
- 14 smart tracks hot spot:**
Hot spot for amazing music & sounds!
- 15 smart ready to services:**
Discover the new smart service!
- 16 smart Beach Challenge:**
Pull the ball into the smart cabrio.
- 17 smart carfie:**
Make glamorous pics with the disco smart.

Address smart times 2016:
Banksstraße 28, 20097 Hamburg, Germany

Helpful information:
Police: **110**
Ambulance/Fire Department: **112**

