



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 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 Klauzál Café, Chef Café, Kiskakukk Étterem, 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

There is a wide range of hotels in the direct vicinity of the location. From 5 star hotels to inexpensive city trip accommodation – we've put together some top addresses for you.



>> 5 star hotels

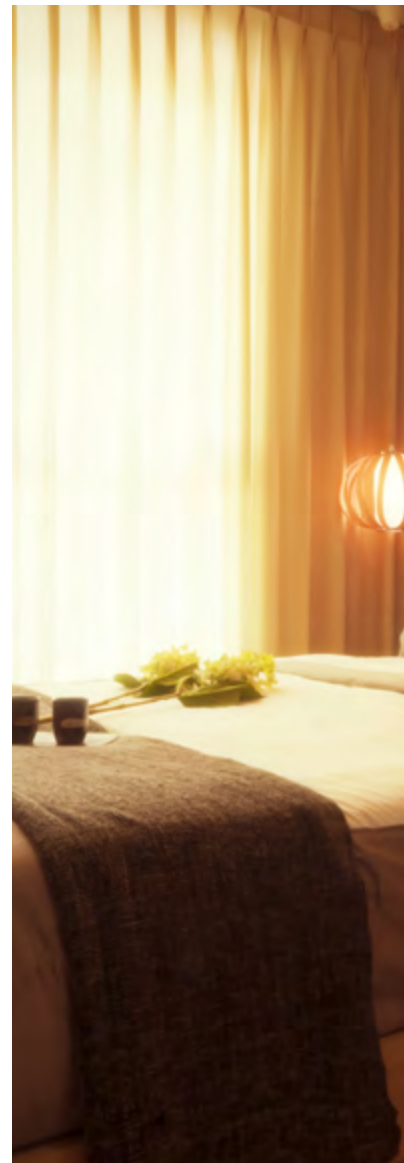
Corinthia Hotel Budapest

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/>
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

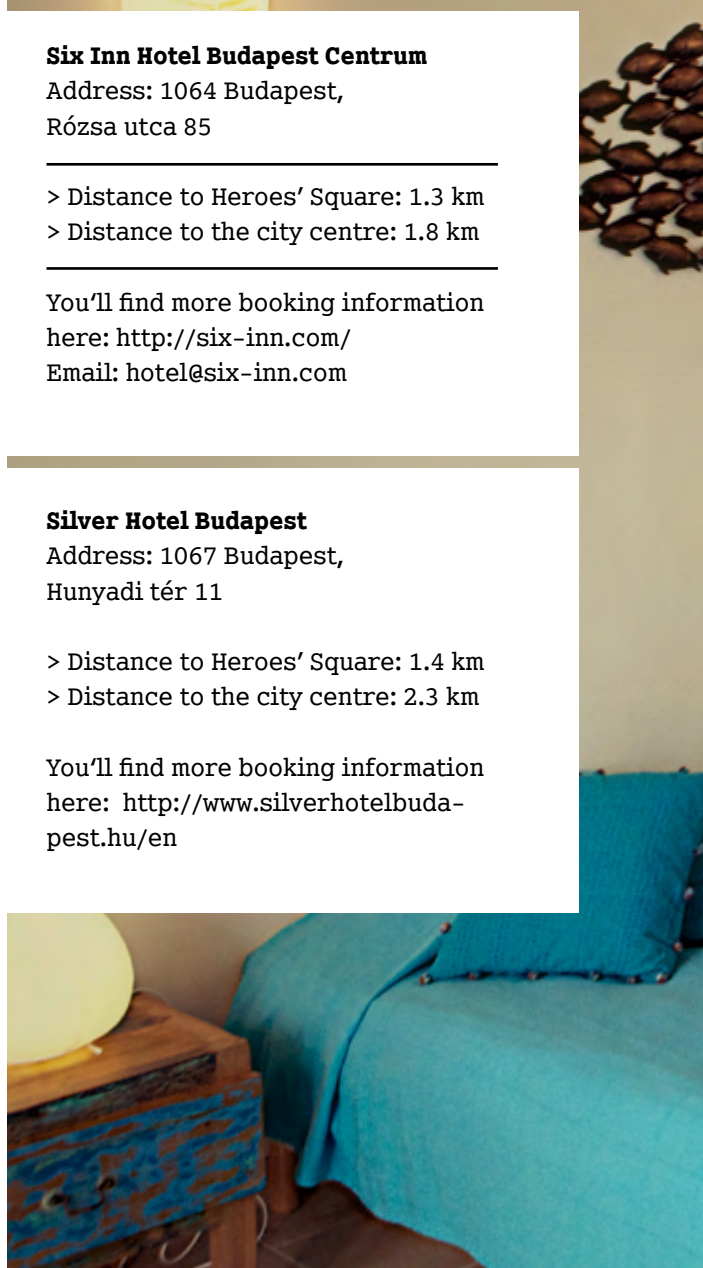
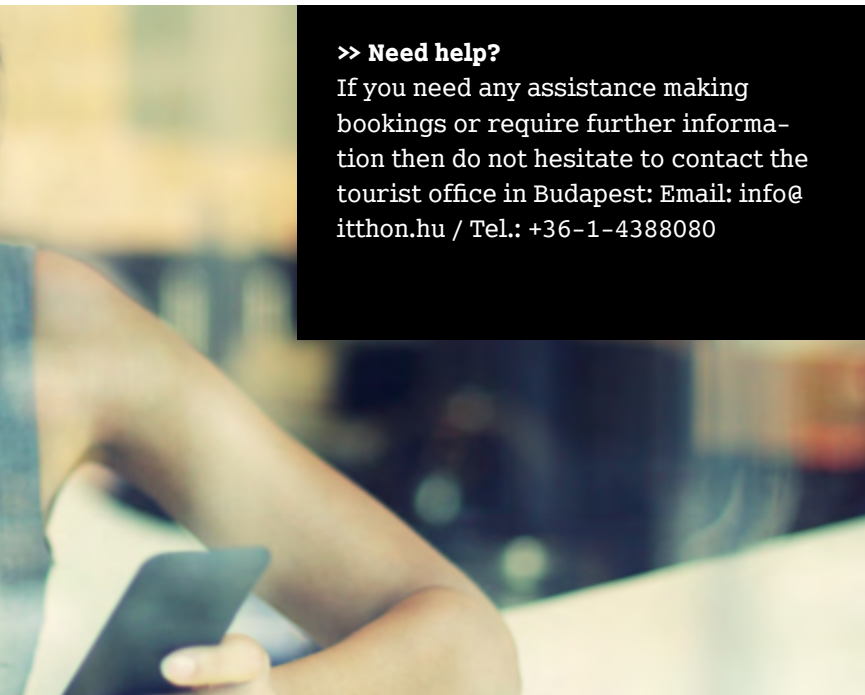
Address: 1067 Budapest,
Hunyadi tér 11

- > 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

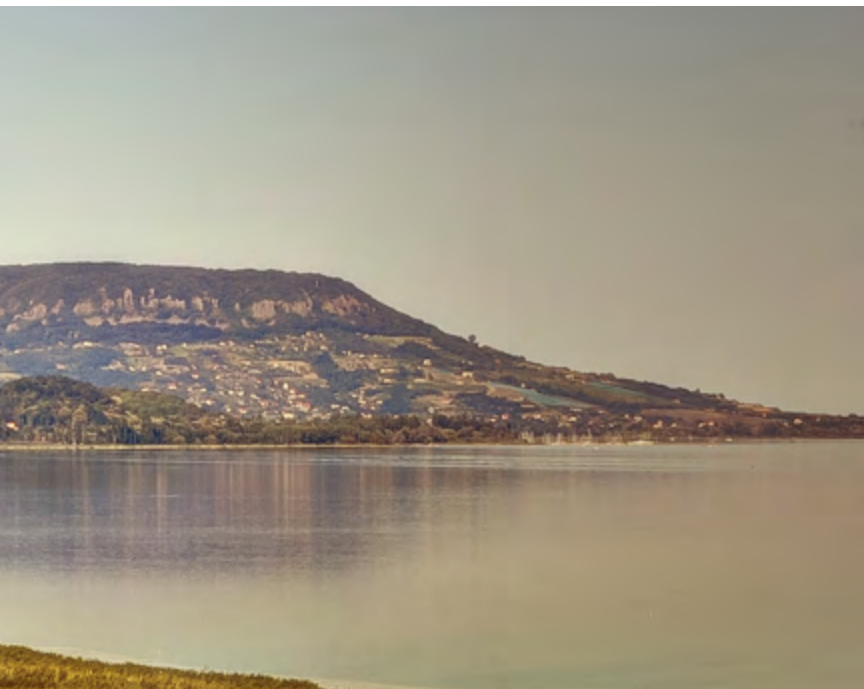


From national parks to hills, valleys and mountains – all kinds of natural spectacles await us in the Balaton region. Lake Balaton caters to every wish of water sports enthusiasts and beach-lovers. Its beautiful beaches are perfect for swimming, sailing or windsurfing. Those looking for wellness can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





>> 10 reasons to love Balaton:

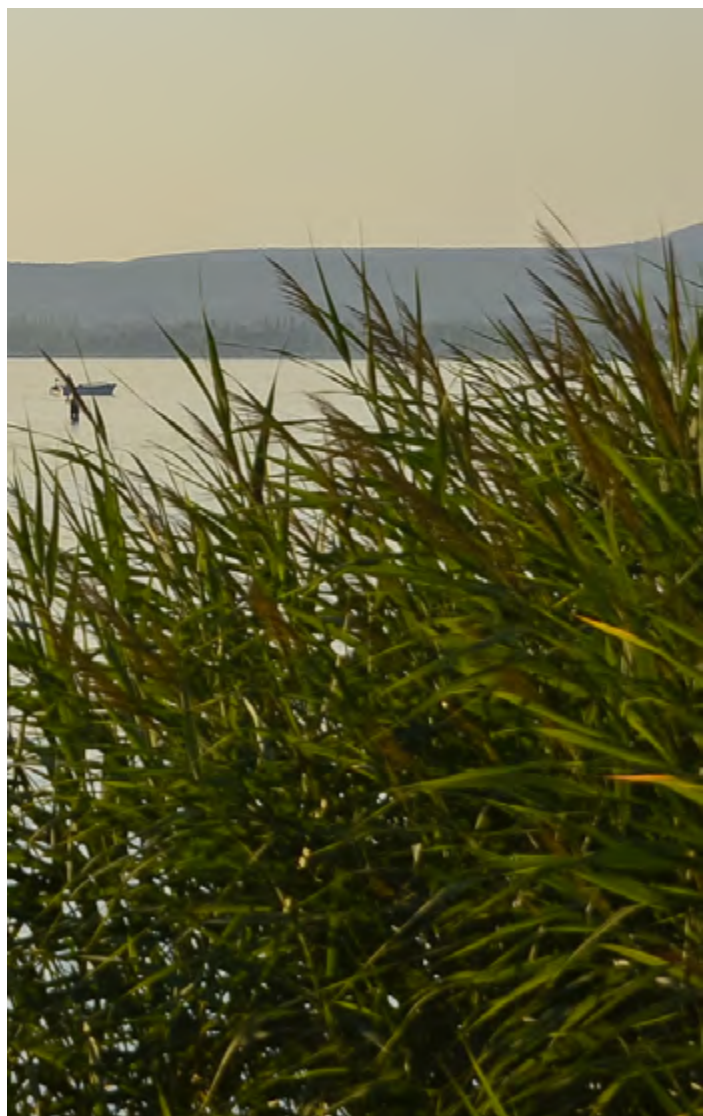
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WHAT TO DO UNTILL THEN?





>> 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



smart times

2000-2015