

 smart times

AT GLÜCKSÖEFÜHLE FESTIVAL



**25**  
years

Hockenheimring  
14-17 September 2023



We are thrilled that you are celebrating smart 25 years with us and that we will see you soon at smart times at the GLÜCKSGEFÜHLE Festival.

To make sure you are well prepared and don't miss anything, we have put together this festival guide including all the important information about the smart activities.

Information about line-ups & timetables of the festival can be found on the [GLÜCKSGEFÜHLE Website](#).

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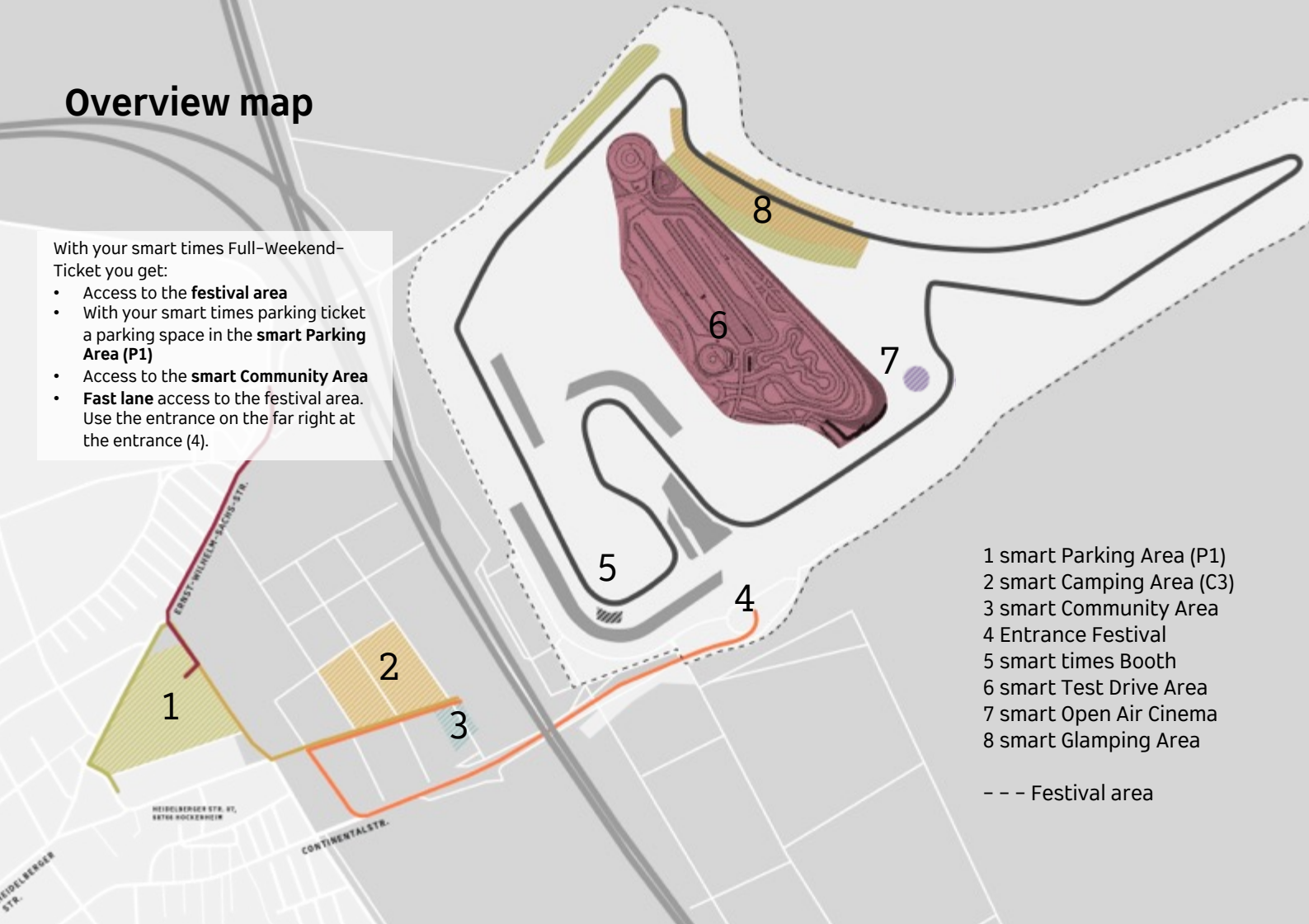
## Overview

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# Overview map

With your smart times Full-Weekend-Ticket you get:

- Access to the **festival area**
- With your smart times parking ticket a parking space in the **smart Parking Area (P1)**
- Access to the **smart Community Area**
- **Fast lane** access to the festival area. Use the entrance on the far right at the entrance (4).



- 1 smart Parking Area (P1)
- 2 smart Camping Area (C3)
- 3 smart Community Area
- 4 Entrance Festival
- 5 smart times Booth
- 6 smart Test Drive Area
- 7 smart Open Air Cinema
- 8 smart Glamping Area

- - - Festival area

# Directions / Arrival

Opening hours:

## Parking

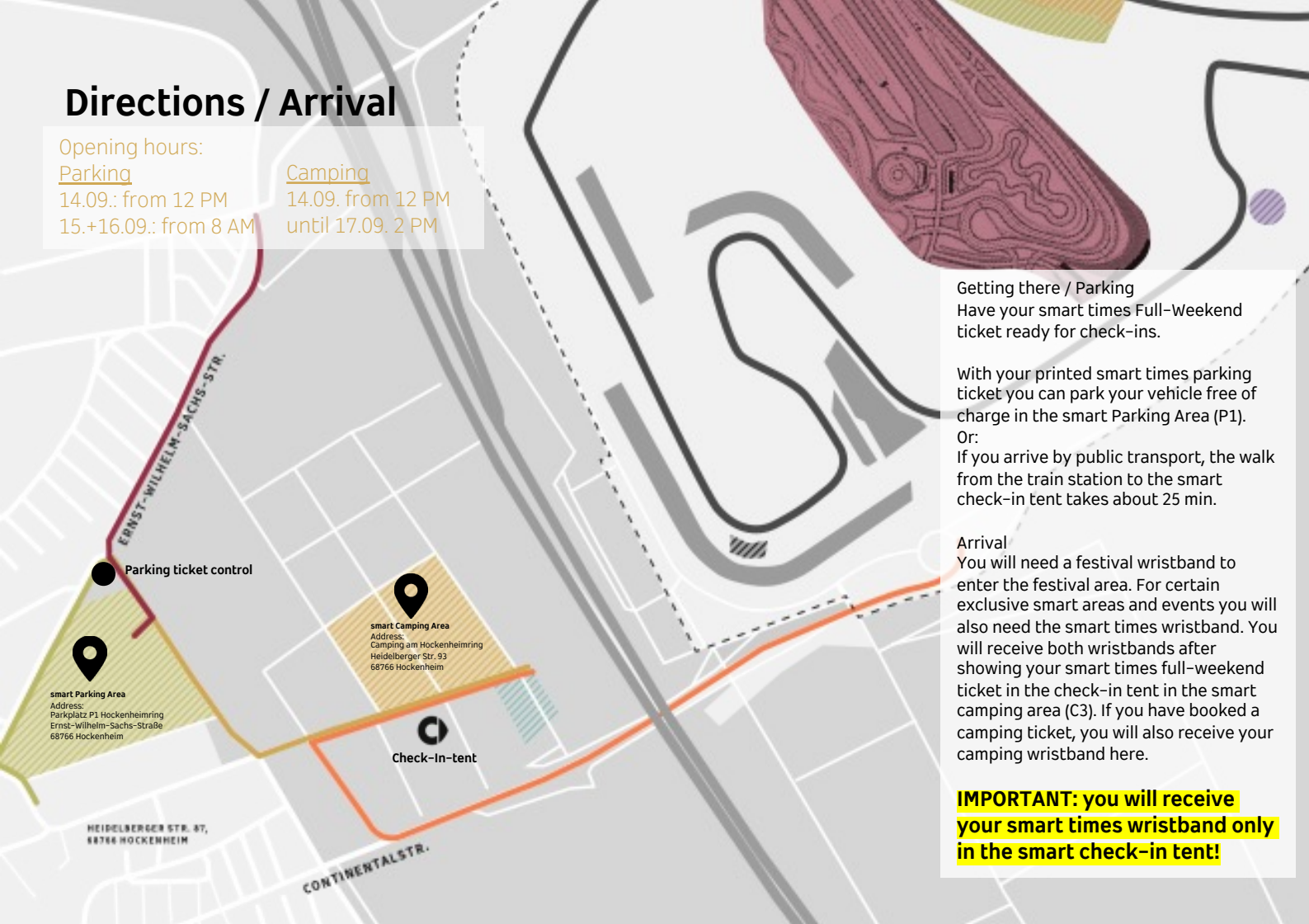
14.09.: from 12 PM

15.+16.09.: from 8 AM

## Camping

14.09. from 12 PM

until 17.09. 2 PM



## Getting there / Parking

Have your smart times Full-Weekend ticket ready for check-ins.

With your printed smart times parking ticket you can park your vehicle free of charge in the smart Parking Area (P1).

Or:

If you arrive by public transport, the walk from the train station to the smart check-in tent takes about 25 min.

## Arrival

You will need a festival wristband to enter the festival area. For certain exclusive smart areas and events you will also need the smart times wristband. You will receive both wristbands after showing your smart times full-weekend ticket in the check-in tent in the smart camping area (C3). If you have booked a camping ticket, you will also receive your camping wristband here.

**IMPORTANT: you will receive your smart times wristband only in the smart check-in tent!**

Parking ticket control

smart Parking Area  
Address:  
Parkplatz P1 Hockenheimring  
Ernst-Wilhelm-Sachs-Straße  
68766 Hockenheim

smart Camping Area  
Address:  
Camping am Hockenheimring  
Heidelberger Str. 93  
68766 Hockenheim

Check-In-tent

HEIDELBERGER STR. 93,  
68766 HOCKENHEIM

CONTINENTALSTR.

# Timetable overview

## Thursday, 14.09.

**From 12 PM: Arrival and Check-In**

Location: smart Parking Area

**From 6 PM: Pre-Party**

Location: In front of the east grandstand on the festival grounds

**6PM – 0 AM: smart Open Air Cinema**

Location: smart Open Air Cinema on the festival grounds

## Friday, 15.09.

**Ab 8 Uhr: Arrival and Check-In**

Location: smart Parking Area

**10 AM – 01 AM: smart Open Air Cinema**

Location: smart Open Air Cinema on the festival grounds

**11 AM – 7 PM: smart #1 Test Drive**

Location: smart test drive area on the festival grounds

**11.30 AM: Welcome**

Location: smart times Booth on the festival grounds

**12 PM – 20 PM: smart activities**

Location: smart times Booth on the festival grounds

**ca. 4 PM: Lukas Podolski x smart**

Location: smart times Booth on the festival grounds

**From 11 PM: After-Party**

Location: smart times Booth on the festival grounds

## Saturday, 16.09.

**Ab 8 Uhr: Arrival and Check-In**

Location: smart Parking Area

**10 AM – 01 AM: smart Open Air Cinema**

Location: smart Open Air Cinema on the festival grounds

**11 AM – 7 PM: smart #1 Test Drive**

Location: smart test drive area on the festival grounds

**12 PM – 20 PM: smart activities**

Location: smart times Booth on the festival grounds

**From 3 PM: Show & Shine awards**

Location: smart times Booth on the festival grounds

**From 11 PM: After-Party**

Location: smart times Booth on the festival grounds

**00.30 AM: Outro**

Location: smart times Booth on the festival grounds



# Camping

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**smart activities outside the festival area**

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## smart Community Area

- The smart Community Area is located directly next to the smart Camping Area.
- Here we offer all smart enthusiasts a place for exchange and socializing with like-minded people. For this purpose we have prepared barbecue areas, seating and beverage cooling stations for you
- Are you in the mood for sports activities? You'll find footballs and frisbees in the smart community area.



# Show & Shine

- There will be a cordoned-off area in the smart park area for all Show & Shine participants
- Are you interested in participating in this year's Show & Shine? Simply drive to the smart parking area with your smart times parking pass and tell the parking attendant that you would like to participate in the Show & Shine.
- Show & Shine is divided into four different categories:
  - Performance Award
  - Tuning Award
  - Design Award
  - Unconventional Award
- A jury consisting of three experienced smart connoisseurs will evaluate the vehicles until Saturday Sept. 15 - 11 AM and conduct interviews with the owners. Afterwards, the winners will be determined.
- All winners of the four categories will receive a trophy. The award ceremony will take place on Saturday, 15.09. within the festival area, at the smart times Booth at about 3 PM.



**smart activities inside the festival area**

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## Pre-Party on Thursday 14.09.

- On 14.09. there will be a pre-party for all campers, glampers and smart times guests in front of the east grandstand.
- For all guests with a smart times wristband there will be an exclusive smart area at the pre-party. Only owners of a smart times wristband have access to this exclusive area.
- Here you will find a trolley with beer, sparkling wine, wine or long drinks (payment only possible with tokens).
- The barbecue station will cater for your physical well-being while stocks last.
- The initiator of the GLÜCKSGEFÜHLE festival Lukas Podolski will also be at the pre-party.



# smart times Booth

- Experience smart at our 600 square meter booth on the south stand inside the festival area
- Here there is a variety of different activities for smart interested people and enthusiasts:
  - Visit our vehicle exhibition. In addition to historic smart vehicles, you can also see the smart #1 and, for the first time directly after the IAA, the brand new #3.
  - Have a look at the premium curated smart coffee table book
  - Discover the Game Zone and prove yourself in the smart quiz
  - smart magic moments: Your photo and your message – pinned on the smart magic moments wall
- Friday and Saturday from 11 PM: After-Party at the smart times Booth



# smart #1 Test Drive

Opening hours: 15. and 16.09., 11 AM – 8 PM

Experience the smart #1 on the Hockenheimring test track! Join a convoy of five smart #1 cars led by a professional driver for an exciting five-lap test drive. Don't miss this opportunity and book your slot [HERE!](#)

## smart #1 Test Drive:

- Don't drink and drive! Safety first: A 0.0 alcohol limit applies, an alcohol test is carried out before the drive
- For the test drive you need a valid driver's license. Please have this ready at the registration on site
- Before the test drive you will receive a short briefing
- Follow a professional driver and enjoy the test drive in the convoy
- Duration: the test drive takes about 25 minutes in total (including briefing and 5 laps on the test track).
- We hope you enjoy your guided test drive on the test track!

# smart Open Air Cinema

Opening hours: 14.09.: 6 PM – 0 AM  
15.09. and 16.09.: 10 AM – 01 AM

- Take a short breather and visit the smart Open Air Cinema with 200 deck chairs and umbrellas
- Get a limited special seat in the smart #1 for best drive-in cinema feeling







# Checklist for the optimal preparation of the smart times at the GLÜCKSGEFÜHLE Festival:

- Are your Festival tickets saved on your mobile device?
- Camping ticket purchased and saved on your mobile device (if you want to camp)?
- Packed your tent (if you want to camp)?
- Parking ticket printed (if you are arriving by car)?
- Provisions with you?
- Thought of water bottles? (no glass)(There will be free drinking water stations signposted throughout the festival and camping area).
- Warm clothes for the possibly cooler evening hours?
- Rain jacket and rubber boots in case it does rain?
- Thought of sunscreen for the hot hours?

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We wish you a lot of fun at smart times at  
GLÜCKSGEFÜHLE Festival.

For further questions, feel free to contact us  
via:[smartrimes@smart.com](mailto:smartrimes@smart.com)

Your smart times Team

07.09.2023. All data without guarantee

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