

## **MG introduces Astor SUV with India's First Personal AI Assistant and First-in-Segment Autonomous Level 2 Technology**

**Gurugram, August 18, 2021:** MG Motor India, today unveiled the industry-first personal AI assistant and first-in-segment Autonomous Level 2 technology, to be featured in their upcoming mid-size SUV – Astor. MG aims to further its auto-tech focus by building on the concept of Car-as-a-Platform (CAAP) of possibilities and services.

MG is working on emerging technologies like Artificial Intelligence (AI) to enable the development and application of services and subscriptions to support the 'on-demand in-car' needs of the customers. **Astor is the first car to get a personal AI assistant in the company's global portfolio.**

The personal AI assistant is designed by the acclaimed American firm 'Star Design'. It depicts human-like emotions & voices and can give detailed information on every topic through Wikipedia. It will engage with people in the car and is powered by i-Smart Hub. It is a platform on which the partnerships, services, and subscriptions of CAAP will reside. It will allow customers to personalize their set of services.

Speaking about India's first personal AI assistant and the first-in-segment Autonomous Level 2 car Astor, **Mr. Rajeev Chaba, President and MD, MG Motor India**, said, "As an auto-tech brand, we've always introduced breakthrough technologies and now, we are moving forward with Artificial Intelligence. Astor is a step further and a catalyst for disruption with first-in-the-industry and best-in-class features that customers only get in premium/luxury segments. With a relentless pursuit of innovation and software at the heart of the production, our vehicles will continue to provide a smarter and safer driving experience by leveraging AI."

The Autonomous Level 2 MG Astor is powered by mid-range radars and multi-purpose camera that can realize a series of advanced driver-assistance systems (ADAS). These include Adaptive Cruise Control, Forward Collision Warning, Automatic Emergency Braking, Lane Keeping Assist, Lane Departure Warning, Lane Departure Prevention, Intelligent Headlamp Control (IHC), Rear Drive Assist (RDA) and Speed Assist System amongst others. These functions can significantly improve driving safety and comfort, and they have been further optimized for Indian traffic conditions.

**The name Astor is derived from Raytheon Sentinel, an airborne battlefield and ground surveillance aircraft formerly operated by the Royal Air Force (RAF), UK.** MG Astor shares the popular ZS platform sold by MG across the globe in countries such as the UK, Australia, New Zealand, Middle East, Norway, Netherlands and other countries in Asia too.

For the first time in India, MG recently showcased CAAP with endless possibilities. Building an ecosystem of various in-car services, it hosts subscriptions and services, including maps and navigation with MapMyIndia, Jio connectivity, the first-of-its-kind Blockchain-protected vehicle digital passport by KoineArth and more. MG car owners will also get access to music on the JioSaavn app along with the industry-first feature of reserving a parking slot through a head unit (powered by Park+ - select cities to begin with) in the car. CAAP will create various possibilities which will evolve with time, creating safer and smarter driving experience.

### **MG ASTOR DESIGN TEASED**

Astor gets an all-new Bold Celestial Grille that is inspired by cosmic lines and forms which adds dynamism to the front of the car. The radial pattern concentrates the epicentre of the entire front face. The tungsten steel electroplated material forms a distinct appearance like the sun. The

contrast of light and dark further highlights the three-dimensional effect of each flashing cell. The British automaker also revealed the unique 'Dual Tone Sangria Red' interior of Astor, which is one of the three interior themes, signifying state-of-the-art craftsmanship.

### **About MG Motor India**

Founded in the UK in 1924, Morris Garages vehicles were world-famous for their sports cars, roadsters and cabriolet series. MG vehicles were sought after by many celebrities, including the British Prime Minister and even the British Royal Family - for their styling, elegance and spirited performance. The MG Car Club set up in 1930 at Abingdon, UK has thousands of loyal fans, making it one of the world's largest club for a car brand. MG has evolved into a modern, futuristic, and innovative brand over the last 96 years. In India, its state-of-the-art manufacturing facility in Halol, Gujarat, has an annual production capacity of 80,000 vehicles and employs nearly 2,500 people. Moreover, the support from technology leaders like SAP, Adobe, Cognizant and ITelligence ever since the inception of the brand in India has been immense, enabling MG to deliver a seamless experience to its customers. Driven by its vision of CASE (Connected, Autonomous, Shared, and Electric) mobility, the cutting-edge automaker has augmented across-the-board 'experiences' within the automobile segment. It has introduced several 'firsts' to the Indian automotive industry, with the first Internet SUV – MG Hector, the first Pure Electric Internet SUV – MG ZS EV, and the first Autonomous (Level I) Premium SUV – MG Gloster.

###