



MG Motor India launches an Industry-First futuristic car exploration platform: MG eXpert

*A unique way of product discovery & assisted purchase experience from the comfort of home,
bolstered with human intervention and AR technology*

Gurugram, February 16, 2022: MG Motor India today announced the launch of **MG eXpert**, an industry-first product exploration experience. MG eXpert brings a full gamut of flexible and convenient interactions that will provide customers a holistic purchase experience across multiple touchpoints from the comfort of their home, using human intervention & AR technology.

MG eXpert heralds the beginning of a new phase of technology by MG Motor India using Eccentric Engines' Experience Manager tool. This tool brings together the best audio and visual content to deliver a seamless product exploration, bridging the gap between virtual and face-to-face interaction.

Speaking on the launch of MG eXpert, Gaurav Gupta, Chief Commercial Officer – MG Motor India, said, "We are delighted to launch MG eXpert, a human-driven, voice-enabled AI-backed platform. As an Auto-Tech brand, MG has introduced several industry 'firsts' in the Indian automotive space. With a tech-backed seamless customer experience at the core of our brand philosophy, MG eXpert works as a one-stop simple & convenient solution to multiple queries from product feature to ownership. We look forward to offering a refined, informative, interactive, and technologically advanced product exploration experience to our customers from the comfort of their home."

With the 'Live Streaming' AR on-vehicle, customers can also see an actual car from the comfort of their home, visualize the colour palate and accessorise the car for the final look and feel. Customers can even connect directly with product eXperts to make a purchase decision with step-by-step guidance. Apart from a virtual look at the car, MG Experts can provide customers with on-road price, expected delivery date, and variant comparison, effectively bringing the dealership experience home. Moreover, customers can book a test drive at their nearest dealership.

Varun Shah, Co-Founder and CEO, Eccentric Engine says, "We are thrilled to have progressed our relationship with MG Motor to take virtual interactions to a brand-new level with an integrated suite of products. Our new Experience Manager will provide immense opportunities to our partner MG Motor and their dealership partners to create unparalleled engagement with their customers by changing the very nature of interactions."

The MG eXpert platform has been designed on the principle of Power of Choice, a fundamental belief of MG Motor India. It will further empower customers to explore, experience, and make assisted decisions before purchasing smart MG vehicles from the comfort of their homes.

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 much sought after by many celebrities, including the British Prime Ministers and even the British Royal Family, for their styling, elegance, and spirited performance. The MG Car Club, set up in 1930 at Abingdon in the UK, has thousands of loyal fans, making it one of the world's largest clubs for a car brand. MG has evolved into a modern, futuristic,



and innovative brand over the last 96 years. Its state-of-the-art manufacturing facility in Halol, Gujarat, has an annual production capacity of 80,000 vehicles and employs nearly 2,500 workers. 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 today. It has introduced several 'firsts' in India, including India's first Internet SUV – MG Hector, India's first Pure Electric Internet SUV – MG ZS EV, India's first Autonomous (Level 1) Premium SUV – MG Gloster and MG Astor- India's first SUV with personal AI assistant and Autonomous (Level 2) technology.

About Eccentric Engine

Founded in 2012, Eccentric Engine partners with Automotive OEMs and Dealerships to enable them interact effectively with buyers. The interactions provide a showroom-like experience to vehicle buyers, anywhere. As a buyer, one get an immersive yet natural way to shop and as seller, they make companies omnipresent, directly impacting positive productivity and profitability. One 3D Visualization Platform by Eccentric Engine has aided Visualization of over 100 vehicles. <https://eccentricengine.com>