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MG Motor to launch global electric vehicle in India

Carmaker's second product will hit the market within one year of its first vehicle launch

Shanghai, Oct. 19: As part of its commitment to the Indian market, MG Motor India today announced the launch of its second product for the Indian market - a global pure-electric SUV within one year of its first vehicle launch. Showcasing its world-class facilities and range of products in Shanghai, the company has confirmed its plan to bring the latest technology to the Indian customers beginning next year.

"MG will launch a globally-competitive pure-electric SUV in India, to make our contribution to India's energy and environmental strategies. The pure electric SUV will be a breakthrough chapter in the EV space in India, being one of its kind in the market. This is in addition to the first SUV which we plan to launch in the second quarter of next year," said Michael Yang, Executive Director, SAIC Motor International Business.

The ongoing transformation in the automotive industry globally would be the key differentiator for the MG brand. "With cars getting transformed with internet, artificial intelligence, big data and cloud computing etc. – MG can take advantage of this transformation and will use it as its key differentiator, enabling it to stand out from the crowd," Mr. Yang added.

MG Motor India is in the process of finalizing around 45 dealer partners to begin its sales next year, with around 100 touchpoints across India in the first phase. The carmaker will hire close to 1,500 employees by the end of 2019, compared with a strength of 300 employees at present.

"As part of our commitment to this market, we are fast ramping up all our pre-launch activities, beginning with product roadshows for consumers in India next month. This will be followed by various brand-awareness initiatives to get closer to our prospective customers. All our products will be designed and engineered in UK and China with the support of Indian engineers. These vehicles will be heavily localized, built at our plant in Halol by our engineers conforming to global quality standards and validated and customized for India to suit the Indian road and driving conditions," said Rajeev Chaba, President & Managing Director, MG Motor India. The current capacity at its Halol manufacturing facility stands at 80,000 units per annum; which will be expanded to 200,000 units going forward depending upon the requirement.

Building a strong foundation for its future operations, MG Motor India is focused on key pillars internally within the organization such as diversity, innovation and



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SPEED culture. The carmaker clearly aims to break the glass ceiling as far as women hires are concerned, setting a new benchmark in the automotive industry, with 26% of its workforce comprising women, and the target is to increase it to 30% by the end of this year. As announced earlier, with an aim to foster a spirit of innovation, MG Motor India is also in the process of partnering with various technological partners, institutes and industrial stakeholders in India.

About MG Motor India

MG Motor India is a fully-owned subsidiary of China's largest carmaker SAIC Motor Corporation, which is ranked 36th in the Fortune 500 list. Founded in the UK in 1924, Morris Garages vehicles were world famous for its 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 more than a million loyal fans, making it by far one of the world's largest clubs for a single brand. MG has evolved into a modern, futuristic and innovative brand over the last 94 years. With plans to soon introduce its brand of vehicles in the Indian market, MG Motor India has commenced its manufacturing operations at its car manufacturing plant at Halol in Gujarat. The first of these modern MG cars will be made available to the Indian customers in the second quarter of next year.

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