



JSW MG Motor India launches the 2026 HECTOR STORM Series

BLACKSTORM features an all-black exterior, while SNOWSTORM comes with a Pearl White exterior complemented by a Starry Black roof

- *Features a new all-black Storm Hex Grille, front and rear bumpers garnish, and Aura Storm Blade Alloys with red brake calipers and other dark-themed accents*
- *Both editions feature premium Nimbus Black Interiors including all-black upholstery, dark interior accents, and distinctive edition-name embossing on the front headrests, creating a sophisticated and sporty cabin ambience*
- *The exclusive STORM series package features BLACKSTORM and SNOWSTORM badging, red tailgate accents, fog lamp eye shadows, ORVM protectors, and side step boards, further enhancing the vehicle's distinctive and sporty appeal*
- *100% financing is available on the vehicle's on-road price, including accessories.*
- *The standard MG SHIELD 3+3+3 package offers complete peace of mind with a three-year unlimited-kilometre warranty, three years of roadside assistance, and three labour-free periodic services.*

The limited-edition HECTOR BLACKSTORM and SNOWSTORM will be priced at INR 19,99,800 (ex-showroom) each.

Gurugram, October 07, 2026: JSW MG Motor India today announced the launch of the limited-edition STORM Series, comprising the HECTOR BLACKSTORM and HECTOR SNOWSTORM. Building on the HECTOR's established legacy in bold design, advanced technology, enhanced safety, and superior comfort, these exclusive editions introduce distinctive exterior themes, dark-themed interiors, and edition-specific accessories for customers seeking a more distinctive and personalized expression of style. The HECTOR BLACKSTORM and HECTOR SNOWSTORM are available in a 5-seater configuration, powered by a 1.5-litre turbocharged petrol engine paired with a CVT transmission.

The 2026 HECTOR BLACKSTORM and HECTOR SNOWSTORM editions are designed to command attention with a new all-black Storm Hex Grille and front & rear bumper garnishes. Enhancing their sporty appeal, the SUVs feature dynamic Aura Storm Blade Alloys paired with striking red brake calipers. The exterior styling is further elevated by dark chrome accents on the brand logos, skid plates, tailgate accents, and body-side cladding. Premium design elements such as piano black roof rails, LED headlamps with piano black bezels, and smoked connected tail lamps add to the vehicles' distinctive character.

Inside, the STORM Series features a premium Nimbus Black Interiors, complemented by dark interior accents that enhance its sophisticated appeal. The all-black leather upholstery, adorned with exclusive BLACKSTORM or SNOWSTORM embossing on the front headrests, along with a leather-wrapped steering wheel finished in gunmetal, further elevates the cabin's premium character. Customers can also avail for an exclusive STORM Series package comprising BLACKSTORM and SNOWSTORM badges, a red tailgate accent, fog lamp eye shadows with red accents and ORVM protectors with red accents, and side step boards. The customers can get the STORM Series package fitted at the dealership at no extra cost.

Speaking on the launch, **Vinay Raina, Chief Commercial Officer, JSW MG Motor India, said,** "The HECTOR has been an integral part of MG's journey in India and, over the years, has become synonymous with the MG brand. As one of the pioneers of connected mobility in the Indian SUV segment, the HECTOR continues to evolve in line with changing customer aspirations. With the introduction of the STORM Series, we are building on this legacy by offering a bolder expression of style and individuality. The HECTOR BLACKSTORM and HECTOR SNOWSTORM provide customers with a distinctive way to personalise their SUV while retaining the technology, safety, comfort and refinement that have defined the HECTOR experience."



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The HECTOR STORM Series continues to offer the segment-leading 35.56 cm (14-inch) HD portrait infotainment screen. Powered by Smart Boost technology, the system delivers faster processing speeds and enhanced responsiveness, ensuring a seamless digital experience. The first-in-segment i-SWIPE touch gesture control further enhances convenience, enabling intuitive two- and three-finger gestures to operate functions such as air conditioning, music and navigation.

The HECTOR STORM editions continue to offer the 35.56 cm (14-inch) HD portrait infotainment screen, largest-in-the-segment. With Smart Boost technology, the system delivers faster processing and improved responsiveness for a smoother digital experience. The first-in-segment i-SWIPE touch gesture control enables intuitive two- and three-finger gestures for functions such as air-conditioning, music and navigation.

The HECTOR STORM Series also comes equipped with a Digital Bluetooth® Key with Key Sharing capability*, Predictive Maintenance Alerts, remote AC control and a 17.78 cm embedded LCD full digital cluster. Complementing these features is MG's i-SMART connected technology, which offers more than 70 connected car features, delivering enhanced convenience, connectivity and peace of mind.

The HECTOR STORM Series retains the HECTOR's comprehensive suite of safety and convenience features, including a 360° HD camera with Wheel View, ABS, EBD, Electronic Stability Program (ESP), Traction Control System (TCS), Hill Hold Control and Brake Assist. Under the hood, the 1.5-litre turbocharged petrol engine delivers 143 PS of power and 250 Nm of torque, offering a refined and responsive driving experience.

India's First Internet Car, the MG HECTOR continues to blend connected technology, premium comfort and SUV capability. The HECTOR STORM editions feature a host of advanced amenities, including a dual-pane panoramic sunroof, the segment-leading 35.56 cm (14-inch) HD portrait infotainment screen, 8-colour ambient mood lighting, Advanced Driver Assistance Systems (ADAS), an automatic powered tailgate, an air purifier with PM 2.5 filter, rain-sensing wipers, front parking sensors, and remote control of audio, air conditioning and ambient lighting functions through the i-SMART app.

The HECTOR BLACKSTORM and HECTOR SNOWSTORM are available with attractive financing options, including up to 100% financing of the vehicle's on-road price for tenures of up to 84 months. Customers can also avail 100% financing support on edition-specific accessories, making ownership even more accessible and convenient.

The HECTOR STORM Series is covered under MG SHIELD, MG's comprehensive ownership programme that enhances the overall ownership experience. As standard, customers benefit from the 3+3+3 package, comprising a three-year unlimited-kilometre warranty, three years of roadside assistance, and three labour-free periodic services. The programme can be further tailored through extended warranty, extended roadside assistance, and Protect Plans, MG's prepaid maintenance packages, providing greater flexibility, convenience and peace of mind throughout the ownership journey.

About JSW MG Motor India

JSW MG Motor India, a joint venture between JSW Group and SAIC Motor, combines JSW's deep understanding of the Indian market with SAIC's global automotive expertise. The company is focused on sustainable mobility, advanced technology, localisation, and customer experience, while expanding its product portfolio and manufacturing capabilities with a robust local supply chain.

With a long-term commitment to India, JSW MG Motor India is building a sustainable mobility ecosystem, introducing globally best-available technologies and environmentally responsible solutions for Indian consumers, while supporting the nation's transition to cleaner transportation. The company has also emerged as India's leading EV manufacturer, having sold over 1,50,000 electric vehicles since its first launch, with the MG Windsor as the country's No.1 selling EV.

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