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MG HECTOR launched at INR 12.18 Lakhs with India's best 5-5-5 vehicle ownership package

New Delhi, June 27, 2019: MG (Morris Garages) Motor India has today launched the much-awaited HECTOR at a very special introductory price of INR 12.18 Lakhs to INR 16.88 Lakhs (ex-showroom, New Delhi).

The MG HECTOR, India's first internet car, has been launched with India's best vehicle ownership package - the "MG Shield". It provides private owners free-of-charge 5-year comprehensive manufacturer warranty for unlimited kilometers – the best factory warranty for any vehicle sold in India. It also includes round-the-clock roadside assistance (RSA) for a period of 5 years and no labour charges for the first 5 scheduled vehicle services.

The HECTOR further offers prepaid maintenance plans starting as low as INR 8,000 for the first three years. Its total cost of ownership (TCO) is the lowest in the segment starting at INR 45 paise per kilometer for the petrol and at INR 49 paise per kilometer for the diesel.

In addition, MG assures customers of the resale value of the HECTOR at a compelling value proposition under the "3-60" plan. Under this plan, MG has tied up with automotive portal CarDekho and the latter will buyback the MG HECTOR at a residual value of 60% upon completion of three years of ownership. All these elements under "MG Shield" are aimed at enhancing the customer experience and providing complete peace of mind.

Commenting on the launch of MG HECTOR, **Rajeev Chaba, President and Managing Director, MG Motor India**, said, "As MG's first product for the Indian market, the HECTOR comes with 'MG Shield', a first-of-its-kind package in the Indian auto industry which provides complete assurance to our customers, as we continue to remain focused on disruption & differentiation. With the very distinctive design that also packs in safety, best-in-class features and competitive pricing, the MG HECTOR will make an impact with buyers who are looking for something very different from the normal array of cars."

MG has already received 10,000+ bookings for the HECTOR in 23 days since pre-orders began on June 4. Deliveries to customers who have pre-booked the MG HECTOR have been slated from the first week of July through its network of 120 centers across India, which the carmaker aims to expand further to 250 centers by September this year.



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The 'Made in India' MG HECTOR is available in a total of 11 combinations across 4 variants namely Style, Super, Smart and Sharp. It comes with 3 engine options - Petrol, Petrol Hybrid and Diesel. The petrol is available in both manual and automatic transmissions. The prices of all the variants are given below:

MG HECTOR Ex-Showroom Delhi Prices (INR Lacs)				
	Style	Super	Smart	Sharp
Petrol MT	12.18	12.98	-	-
Petrol Hybrid MT	-	13.58	14.68	15.88
Petrol DCT	-	-	15.28	16.78
Diesel MT	13.18	14.18	15.48	16.88

The HECTOR's 1.5-litre turbocharged petrol engine delivers 143 PS power at a peak torque of 250 Nm while the 2.0-litre turbocharged diesel engine will deliver 170 PS at a peak torque of 350 Nm. It comes with best-in-class fuel efficiency for both petrol and diesel with the Petrol Hybrid MT returning 15.8l km/l and diesel 17.4l km/l, as per ARAI.

The MG HECTOR has been tested for over one million kilometers in India before entering production and comes with 25 safety features as standard, making it one of the safest SUVs on sale today. At 10.4 inches, it has the biggest HD touchscreen in its segment featuring iSMART and also has Android Auto and Apple CarPlay connectivity options. It also comes with LED daytime running lights, panoramic sunroof, 360-degree camera, cruise control, electrically adjustable front seats and heated ORVMs. The HECTOR is also the first car in its segment with a sophisticated mild-hybrid architecture that uses a 48-volt lithium-ion battery to store energy and provide extra torque assistance of up to 20 Nm.

As per the announcement made earlier, MG India has also tied up with Myles to offer the HECTOR on a subscription basis in select metro cities including Delhi, Mumbai & Bangalore over the next quarter.

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 more than a million loyal fans, making it by far one of the world's largest clubs for a car brand. MG has evolved into a modern, futuristic and innovative brand over the last 95 years. MG Motor India has commenced its manufacturing operations at its car manufacturing plant at Halol in Gujarat.

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