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MG Motor India announces strategic tie-up with Myles

Partnership to provide next-generation mobility solutions

New Delhi, Jan. 24: MG Motor India today announced a strategic tie-up with Myles, the car sharing and car subscription company from Carzonrent. The aim of the partnership is to provide next-generation mobility solutions to customers.

MG Motor and Myles believe that the value of this tie-up will be over Rs. 250 crores in the first phase. This would enable introduction of MG cars with disruptive car ownership solutions in partnership with Myles.

“As part of our commitment to provide innovative and disruptive mobility solutions, we are excited about our strategic tie-up with Myles. This will help to cater to the evolving requirements of the new age customers. The partnership will enable customers to experience our upcoming SUV – MG HECTOR on a subscription basis, book test drives of the car and avail courtesy car benefit through the Myles platform. We plan to extend the Myles subscription model for our second vehicle as well – a pure EV that will be launched by the end of this year,” said Rajeev Chaba, President & Managing Director, MG Motor India.

With plans to launch the MG HECTOR in Q2 2019, the partnership will also enable MG Motor India to leverage the existing network of Myles across 21 cities in addition to its own network of 110 sales and service touchpoints at the start of sales.

"As India's largest B2B mobility solutions provider, Myles has always focussed on simplifying the car ownership experience for customers. Our partnership with MG Motor will enable our customers to experience their first SUV; MG HECTOR and future MG cars through our platform," said Sakshi Vij, Founder & CEO, Myles. "We believe that the corporate professional today wants greater flexibility in car ownership and our proprietary technology enables this for MNC's, Indian Corporate houses and SMEs," Sakshi added.

This strategic tie-up with Myles is part of the ongoing 'MG Drives Innovation' initiative. As part of this innovation drive, MG Motor has conducted several programs to identify, encourage and recognise start-ups in the automotive space. MG Motor ran an 'Auto-Tech Innovation Hunt' in partnership with TiE and published a white paper on Connected Mobility at their recently concluded Global Summit. The carmaker has also partnered with IIT Delhi to develop technology that will ensure child safety and conducted a hackathon at the institute recently.

MG Motor India is a future-ready organization that is setting industry benchmarks in terms of a young & smart work culture and diversity. Female employees already account for 31 percent



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of the company's total workforce and it plans to further increase this in the future. With a focus on three key organizational pillars – INNOVATION, SAFETY and DIVERSITY; MG Motor is building a strong base for its future operations in India.

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 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 - "HECTOR" will be made available to the Indian customers in the second quarter of this year.

About Myles

Myles Automotive Technologies is a leading self-drive car rental service provider in India. Myles was launched in 2013 with an objective to develop an alternate ecosystem to car ownership to meet the need of finding an effective solution to the growing congestion problems in urban cities. With a fleet of 39 different car models across 21 Indian cities, Myles cars have covered over a million 'Miles' and have a subscriber base of more than one lakh members. Myles also offers a car subscription model targeted at corporate employees. Myles Automotive Technologies is a wholly-owned subsidiary of Carzonrent India Private Limited, a leader in the personal ground transportation industry in India.

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