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## **MG Motor India's much-awaited first SUV to be christened "MG HECTOR"**

**New Delhi, Jan. 09:** MG (Morris Garages) Motor India today announced the name of its much-awaited SUV: '**HECTOR**', ahead of its market launch in the middle of this year.

It draws inspiration from the noble qualities of the Trojan warrior hero – Prince **HECTOR** of Troy. The name **HECTOR** also pays homage to great British engineering tradition, as a nod to the Royal **HECTOR** biplane, used by the Royal Air Force in the 1930s.

'**HECTOR**' stands for everything Strong, Bold yet Trustworthy and Dependable. Further, there is a deeper connection to its engineering and heroic references, as the name seeks to demonstrate the design influence of these values, as exhibited by the geometrical cuts and design of the MG SUV.

MG **HECTOR** will go in to production in April 2019 at the company's state-of-the-art manufacturing facility in Halol, Gujarat. With over 75% localisation levels, the company aims to enter the growing premium SUV segment with a best-in-class offering that sets a new benchmark in its segment.

"Based on the company's global platform, the **HECTOR** is being heavily re-engineered to suit the market preferences and road conditions with lots of changes for Indian customers. With 100 sales and service touch points in place by May 2019, we are confident that we will be able to exceed the market expectations with **HECTOR**," said Rajeev Chaba, President & Managing Director, MG Motor India.

MG Motor India had already started showcasing its global vehicles across 10 major cities in India to get closer to its prospective customers. The company has also recently revamped its website [www.mgmotor.co.in](http://www.mgmotor.co.in) by making it an experience cloud for its users, through which customers can learn more about the iconic British brand and stay tuned for more updates on the upcoming **HECTOR** SUV.

### **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,



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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.

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