



MORRIS GARAGES

Since 1924

## **MG Motor India starts multi-city vehicle showcase; invites customers to witness technology and innovation**

**New Delhi, Dec. 14:** As part of its commitment to the Indian market, MG Motor India today started a three-month long global product showcase tour across top 10 major cities in the country. The carmaker aims to enhance awareness around the iconic brand's entry in to India and get closer to its prospective customers, ahead of its first vehicle launch in Q2 next year.

Speaking on the occasion, Rajeev Chaba, President & Managing Director, **MG Motor India** said, "The multi-city product showcase tour reinforces our commitment to the Indian consumers ahead of the launch of our first vehicle in Q2 next year. We aim to educate visitors about our future offerings by demonstrating the fundamental product and technological strengths offered by the MG brand globally."

The showcase events are being organized in Gurugram's Ambience Mall from 14 to 16 December and in Cyber Hub from 21 to 25 December 2018. In Noida's Mall of India, the showcase will take place from 4 to 6 January 2019, while in Chandigarh's Elante Mall it will be organized from 11 to 13 January. In Mumbai, the showcase will be held at Infinity Mall and High Street Phoenix Mall from 25 to 27 January and from 2 to 3 February respectively.

In Pune's Amanora Mall, the showcase is slated for 8 to 10 February while in Bengaluru's Phoenix Market City, it is lined up for 15 to 17 February. In Chennai's Forum Vijaya Mall, the showcase will be held from 22 to 24 February, in Hyderabad's Inorbit Mall from 1 to 3 March, in Kolkata's South City Mall from 8 to 10 March and in Delhi's Pacific Mall from 15 to 17 March 2019.

MG Motor India is fast readying its Halol manufacturing facility to roll out its vehicles in the next few months. With a focus on three key pillars – diversity, innovation and safety, the company is in the process of building a strong base for its future operations. The carmaker has already finalized 45 dealer partners and will operate around 100 sales & service touchpoints across the country to cater to the requirements of its customers.

**About MG Motor India**



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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 will be made available to the Indian customers in the second quarter of next year.

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