



Official Global Partner

MG Motor India reinforces its British connect with Liverpool legend

Organizes meet & greet event as LFC's official global car partner

Saturday, 7 March 2020: As the official global car partner of the Liverpool Football Club (LFC), MG Motor India today organized a meet & greet event with celebrated player Emile Heskey.

Bringing two British icons under one roof, the marquee carmaker allowed VIP access for fans, enabling them to interact with LFC legends, receive autographed merchandise, view training sessions and matches, and much more. The exhilarating event took place today at Select City Walk, Saket, New Delhi.

“As the official global car partner of the historic British Football Club – Liverpool, our objective is to provide MG Motor India and the country’s passionate Liverpool supporters an opportunity to create delightful memories together. The coming together of two iconic British brands with global fan following is a collective attempt to offer exciting experiences for the Indian football community and fans. Moreover, MG Motor’s brand heritage truly resonates with the club’s rich history, making this a very special event for us,” said **Gaurav Gupta, Chief Commercial Officer, MG Motor India.**

Through this partnership, MG Motor India aims to leverage the growing popularity of football across the globe to strengthen the brand’s presence among its target audience of young, sporty and passionate customers. The association with LFC further aims to accelerate MG Motor’s brand awareness across global markets such as Europe, Asia, Middle East, Australia, South America, North Africa and more.

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 96 years.

MG Motor India has commenced its manufacturing operations at its car manufacturing plant at Halol in Gujarat.

About Liverpool Football Club

- Founded in 1892, Liverpool FC is one of the world's most historic and famous football clubs, having won 18 League Titles, seven FA Cups, eight League Cups, six European Cups, three UEFA Cups, three European Super Cups and 15 Charity Shields.
- As a socially responsible Club, Liverpool FC is proud of its heritage and plays a proactive role in its communities through its official charity, Liverpool FC Foundation, which aims to create life changing opportunities for children and young people in Merseyside and beyond, and the Red Neighbours programme, which creates events and experiences specifically aimed at improving the lives of those living in and around the Anfield area (L4, L5 and L6).
- Liverpool FC is a global brand and works with leading edge commercial partners around the world providing unparalleled commercial opportunities.

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