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Since 1924

## **MG Motor India introduces its mobile showroom ‘MG Experience on Wheels’ in Mathura**

**Mathura, October 30, 2020:** MG Motor India has now launched its experiential customer touchpoint ‘MG Experience on Wheels’ in Mathura, Uttar Pradesh. MG Experience on Wheels is a 45-foot mobile showroom that enables customers to experience British brand’s latest vehicles - on the move.

With an aim to raise brand awareness as it expands further across tier 2 and tier 3 cities, the initiative was launched in 2019 as part of the carmaker’s future vision of automotive retail. The trailer enables visitors to engage with its interactive digital terminal to experience various offerings, choose their accessories, and configure the car apart from on-the-spot booking of MG vehicles.

The carmaker currently has a widespread presence in Uttar Pradesh with 18 outlets spread across Mathura, Lucknow, Kanpur and Agra amongst other cities.

Speaking on the occasion, **Rakesh Sidana, Director – Sales, MG Motor India**, said, “Aiming to highlight and demonstrate our British lineage, we have now introduced MG Experience on Wheels in the city of Mathura. The mobile showroom has so far travelled across four states in India. We believe that such experiential touchpoints come across as the perfect way to engage with our customers in upcountry markets.”

In November, MG Experience on Wheels will traverse across Etawah, Farrukhbad, Kannauj, Fatehpur, Azamgarh, Sonbhadra. The mobile showroom has completed its journey across various Northern Indian States including Haryana, UP, Punjab, Rajasthan, covering a total of 19 cities till date.

MG Motor India currently has a widespread sales and service network of over 200 centers in India. Currently, MG’s car line-up includes MG HECTOR, HECTOR PLUS, ZS EV, and the all-new MG GLOSTER.

The Mobile showroom will be located at the following location in Mathura until 01<sup>st</sup> November 2020: NH-2 Highway, Opposite Refinery, Near Big Bazar, Mathura, UP.

### **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 thousands of loyal fans, making it 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 its car manufacturing plant at Halol in Gujarat.

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