

## **MG expands its presence in Haryana; inaugurates dealership with 2S facility in Panipat**

**Panipat, April 17, 2021:** MG Motor India has now strengthened its retail presence with the launch of an all-new 2S facility in Panipat. Christened 'MG Panipat', the state-of-the-art facility reflects the automaker's philosophy of "Emotional Dynamism", wherein it has combined contemporary brand elements and slick colour palettes to engage the 5 senses of MG customers. The ribbon-cutting ceremony took place in the presence of Ms. Avneet Kaur, Mayor, Panipat as the guest of honour.

MG Panipat's inauguration comes with an ultramodern service center as MG expands its retail presence across the country with an ever-increasing demand for its segment-leading vehicles. MG is committed to providing the best services to its customers with a wide portfolio of products and strong after-sales support. Its products are also assured with a low total cost of ownership along with one of the best resale values in its segment.

At present, the British legacy carmaker's lineup includes the Hector Plus, Gloster – India's first Autonomous Level 1 SUV, New Hector 2021, and the pure electric internet SUV, ZS EV 2021. With the launch, auto-lovers in the region now have the option to book their favorite MG cars online or via the dealership.

With the inauguration, MG now has 12 centers in the state of Haryana and aims to expand this network to 20 centers by the end of 2021. With its plans to tap the ever-increasing market demand, MG aims to expand beyond its current retail presence of 250+ centers in 140+ cities.

Commenting on the occasion, **Mr. Kartik Rao, Dealer Principal, MG Panipat**, said, "We aim to create a new benchmark for customer service in the region, aligning with MG's vision on the future of automotive retail. The latest facility further builds on innovative digital tools to deliver differentiated experiences to our customers. We are confident that our customers will have a truly memorable and immersive experience at MG Panipat."

Under MG Shield, the automaker extends the free three '5s', i.e., Free 5-year/Unlimited KMs warranty, Free 5-year Roadside Assistance, and Labour Free Charges for the first 5 services. These features are aimed at enhancing the MG ownership experience and providing complete peace of mind to MG customers. It also brings the Total Cost of Ownership (TCO) of MG Hector, which starts at 45 paise per KM for Petrol and 60 paise per KM for Diesel variants (calculated up to 100,000 KMs of usage).

The brand-new showroom, designed as per the philosophy of "Emotional Dynamism", adopts a unique façade grill as the front fascia of the MG dealership, signifying the confluence of the sky and the earth. Inside, the store perfectly demonstrates the brand's experience-first approach with immersive experiences for all the 5 senses of its

prospective customers through intelligent and creative elements including a big LED configurator wall.

### ***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. Its state-of-the-art manufacturing facility in Halol, Gujarat, has an annual production capacity of 80,000 vehicles and employs nearly 2,500 work force. Driven by its vision of CASE (Connected, Autonomous, Shared, and Electric) mobility, the cutting-edge automaker has augmented the across-the-board 'experiences' within the automobile segment today. It has introduced several 'firsts' in India including India's first Internet SUV – MG Hector, India's first Pure Electric Internet SUV – MG ZS EV, and India's first Autonomous (Level I) Premium SUV – MG Gloster.

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