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MG Motor India inaugurates its first flagship experience store

Activates its widespread network of 120 centers across India; commences bookings for Hector

Gurugram, June 04, 2019: Underlining its commitment to completely redefining the car buying experience in India, MG (Morris Garages) Motor India today announced the grand opening of its first and one-of-a-kind flagship experience store at Milestone Experian Centre, Sector-15, Gurugram.

Activating its widespread network of 120 centers across India, MG, along with its first Indian dealers, celebrated the inauguration of the flagship store and commenced bookings for the company's first car in the country – the Hector. The carmaker aims to further expand its network to a total of 250 centers across India by September this year. Customers can schedule test drives for the MG Hector from the nearest showroom beginning 12th June onwards.

MG's first flagship store, which will also house the brand's sales operations, is a sharp departure from a typical car showroom. Promising a fresh automotive experience to all visitors, the store has been designed under the brand's "Emotional Dynamism" philosophy with contemporary brand elements and slick color palettes. On the exterior, the front fascia of MG's dealerships adopts a unique façade grill in the shape of an "Upturned Mountain", signifying the confluence of sky and earth. Inside, the store perfectly demonstrates the brand's experience-first approach that aims to captivate all the 5 senses of its prospective customers through intelligent and creative elements.

Commenting on the flagship store inauguration, **Rajeev Chaba, President and Managing Director, MG Motor India**, said, "Our first interaction with the customers in a creative and experiential environment is essential for the MG brand and creates a strong foundation as we begin our journey in India. The one-of-its-kind flagship experience store redefines the traditional car buying experience in India, in line with the demands and requirements of new-age customers."

BRITISH HERITAGE

Visitors to the store are greeted by well-known British cultural icons such as the Big Ben, the Union Jack, telephone booths and street lamps – incorporated as design elements – as soon as they enter. The MG History Wall's Magna strip and brickwork texture further accentuate



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the brand's strong connection with its home, the UK. A host of curated MG memorabilia is also strategically placed around the entrance, informing visitors of the brand's past glories. The MG Carfé on the other hand reminds on the significance of greatest conversations over coffee. A 1965 MG Midget on display harkens back to MG's legacy as a premium carmaker in the era gone by.

LED VIDEO WALL

The sleek and futuristic interior design provides a sharp contrast to this tribute to the past and underlines MG's proposition as a new-age carmaker. A large video wall of 36 connected TVs plays artfully-created brand videos to further engage visitors with immersive content about the brand's history and future vision. This coming together of the past and the present accurately represents the amalgamation of MG's rich British heritage with its future-ready outlook.

ENGINEERING CORNER

The store also has a section with various vehicle components – such as the “Engineering Corner” featuring the revolutionary 48V Hybrid engine – on display, along with engravings of other state-of-the-art features integrated into MG's range of internet vehicles.

LIVE VEHICLE CONFIGURATOR

Prospective customers can approach the configurator wall to define their own MG experience. They can have their choice of model, transmission type, and fuel variant, before proceeding to customize the look, feel and accessories that their MGs will come equipped with. At 55 inches per screen, the configurator wall has the largest live configurator screen and is set up in a 6-by-6 format (36 screens) ensuring an immersive experience. By adding such modern elements to amplify its brand legacy, MG has essentially taken the in-store customer experience to the next level.

NEW CORPORATE OFFICE

In another move demonstrating its long-term commitment to India, the carmaker has also moved to its new corporate headquarters in Gurugram, ahead of the MG Hector's launch scheduled in the next few weeks. The self-owned property is located in the same building as the flagship store. Designed under the “Queen's Necklace” theme, the modern office space is designed to recreate the look, feel, and essence of a classic British street. The hub of MG's India operations, the new office underlines the brand's emphasis on open work culture, collaboration, and innovation. The new working space will bring together the company's core



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values which are based on the four pillars of community, innovation, diversity, and experiences. Women professionals currently comprise 32% of the brand's employee base in India – the highest in the Indian auto industry.

Built under an overall investment of INR 150 crore, both facilities – including the company-owned flagship showroom on the ground floor – have received “Indian Green Building Council LEED India 2011 Core & Shell – Platinum & GRIHA v2015 – 4-star” environmental certification.

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

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