



MORRIS GARAGES

Since 1924

MG Motor India inaugurates its second flagship experience store

Carmaker set to redefine the car buying experience in South Mumbai

Mumbai, Oct. 10: Underlining its commitment to completely redefining the car buying experience, MG (Morris Garages) Motor India today announced the grand opening of its second flagship experience store at Cynergy IT Park, Prabhadevi, Mumbai.

The carmaker's maiden flagship experience store is located at Milestone Experion Centre, Sector-15, Gurugram. Both the showrooms share the overall look and feel of the carmaker's futuristic customer approach and British heritage. With the inauguration of the 4,000 square feet showroom, the carmaker now has a total of 7 centres in Mumbai and plans to expand the number to 11 by March 2019.

MG Motor India, which currently operates a network of 120 centres across India, also aims to boost the number to a total of 250 centres across India by the end of this year.

MG's flagship store theme 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 philosophy of "Emotional Dynamism", which combines contemporary brand elements and slick colour palettes.

On the exterior, the front fascia of MG's dealerships adopts a unique façade grill signifying the confluence of the sky and the 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 like the big LED wall with 16 screens, engineering wall and live vehicle configurator.

Inaugurating the flagship store in South Mumbai, **Gaurav Gupta, Chief Commercial Officer, MG Motor India, said,** "We are proud to inaugurate our first flagship showroom in the state of Maharashtra as a sign of our commitment to this region. The one-of-its-kind flagship experience store redefines the traditional car buying experience in India, offering a fresh and enhanced digital experience 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 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.



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The MG Café, on the other hand, reminds visitors of the significance of coffee as an initiator of the greatest conversations.

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 16 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 WALL

MG's flagship store also boasts off an "Engineering Wall", with various vehicle components of MG HECTOR on display such as door cut section, shock absorber and insulating mat.

LIVE VEHICLE CONFIGURATOR

Prospective customers can approach the configurator wall to define their own MG experience. They can choose the model, transmission type, and fuel variant, before proceeding to customize the look, feel and accessories that their MGs will come equipped with. At 65 inches, the configurator wall has one of the largest live configuration screens to ensure maximum immersion. By adding such modern elements to amplify its brand legacy, MG has essentially taken the in-store customer experience to the next level.

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. 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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