

## **MG Motor India bets big on the future of mobility; introduces the concept of Car as a Platform (CAAP) , in its soon to be launched mid-size SUV**

**Gurugram, 11 Aug:** Laying down its vision for the future and betting big on mobility solutions in the Indian automotive industry, MG Motor India today introduced the concept of Car as a Platform (CAAP). With software at the heart of vehicle development, the carmaker is building an ecosystem of various in-car services and subscriptions in the areas of utility, entertainment, security, consumer payment and more. It will create various possibilities which will evolve with time, creating safer and smarter driving experiences.

MG is working actively with various global ecosystem partners in emerging technologies like Blockchain, Machine Learning and Artificial Intelligence amongst others to form the support system for CAAP. This will further enable the development and application of services and subscriptions to support the increasing trend of on-demand in-car needs for the convenience of the customers.

Over time, CAAP would enable customers to engage with third-party partners across different fields such as entertainment, insurance etc., to avail economic benefits and experience personalized engagement throughout their ownership period as per their choice, need and selection.

As part of its efforts to boost the start-up ecosystem, the automaker will soon offer opportunities to developers to create applications, services and various subscription models.

Previously, MG has introduced multiple firsts to the Indian automotive space with CASE (Connected, Autonomous, Shared, Electric). With CAAP, MG is building further on the overall stance of Auto-Tech and a future of possibilities.

### **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 sought after by many celebrities, including the British Prime Minister and even the British Royal Family, for their styling, elegance, and 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 club for a car brand. MG has evolved into a modern, futuristic, and innovative brand. In India, its state-of-the-art manufacturing facility in Halol, Gujarat, has an annual production capacity of 80,000 vehicles and employs nearly 2,500 people. Driven by its vision of CASE (Connected, Autonomous, Shared, and Electric) mobility, the cutting-edge automaker has augmented across-the-board 'experiences' within the automobile segment. It has introduced several 'firsts' to the Indian automotive industry with the first Internet SUV – MG Hector, first Pure Electric Internet SUV – MG ZS EV, and first Autonomous (Level 1) Premium SUV – MG Gloster.

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