

MG Motor India expands presence in Tamil Nadu, inaugurates showroom in Coimbatore

The carmaker builds on its presence across the South India market; to add 15 more centers in Tamil Nadu

Coimbatore; March 5th, 2020: Underlining its commitment to redefining the car buying experience across the country, MG Motor India has today announced the grand opening of its showroom at Chinniyampalayam in Coimbatore. With this inauguration, the carmaker now operates a total of 8 centers in Tamil Nadu, with plans to add 15 more centers in the state.

Recognizing the strong market potential for premium SUVs in Coimbatore, MG Motor India's showroom is built over an area of 4,380 sq. ft. and shares the overall look and feel of the carmaker's futuristic customer approach, while also reflecting its British heritage. The showroom is accompanied by a 12,045 sq. ft. modern service facility to cater to the requirements of its customers.

MG Motor India is committed to introducing innovation and cutting-edge technology through its cars, and the Coimbatore showroom reflects these values. The carmaker now has a total of 206 centers across India and aims to boost its pan-India retail presence to 250 centers by June this year.

Commenting on the inauguration, **Gaurav Gupta, Chief Commercial Officer – MG Motor India, said,** “The inauguration of MG Coimbatore is aligned with our plans to expand our retail presence closer to our prospective customers. The facility will help us cater to the evolved mobility requirements of more customers across the city. The inauguration further builds on our ‘Automotive Retail 2.0’ proposition that leverages innovative digital tools to deliver engaging, immersive, and differentiated experiences to our customers. Coimbatore is an important market for us, and we plan to open 15 new centers here.”

The latest facility, MG Coimbatore, has already garnered 250 bookings for HECTOR, India's first internet car and the first 15 HECTORs will be delivered to customers today. “We are also looking at further expanding our retail footprint in Tamil Nadu, with a new center to soon be operational in Madurai,” Mr. Gupta added.

Speaking on the inauguration, Rajiv Sanghvi, Dealer Principal – MG Coimbatore, said, “As a pioneering and future-forward brand, MG Motor India has already made major waves in the Indian automotive space through its innovative, tech-driven products. We are delighted to partner with the brand and will leverage MG Motor's strong British heritage and focus on technology to deliver a fresh and unique automotive retail experience to customers in Coimbatore.”

The brand-new showroom 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 Motor'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 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. MG has evolved into a modern, futuristic and innovative brand over the last 96 years. MG Motor India has commenced its manufacturing operations at its car manufacturing plant at Halol in Gujarat.

###