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## **MG Motor India's new contact free technology suite 'Shield+' to enhance the auto industry experience**

**Gurugram, May 21, 2020:** Preparing to serve its customers in the new normal, MG Motor India has today introduced its 'MG Shield+' programme. Offering a comprehensive umbrella of sales and service initiatives, the Shield+ is designed with a key focus on Contact free Technology, Doorstep Delivery of Services and Enhanced Sanitization.

Under the bouquet of Contact free technology, MG is furthering its digital push through voice interaction. MG's Shield+ comes with the industry-leading MG VPHY - offering voice-guided demonstration of its vehicles. Customers can walk up to MG cars at showrooms and be guided by automated voice instructions. During product walkaround, the customer can scan QR codes to receive voice-guided feature demonstrations.

Furthering its contact-less suite of offerings, MG Motor India will continue to roll out first-of-its-kind OTA (Over-The-Air) updates to the infotainment systems of MG cars. Customers will be able to upgrade the software of their MG's i-SMART infotainment system themselves, without needing to visit the service station.

The automaker is also empowering its customers with MGCare@Home which enables customers to avail several quick services including sanitization, disinfection, and fumigation through trained technicians at home. The carmaker has also initiated vehicle cabin fumigation with MGerm Clean in its vehicles under the 'Disinfect and Deliver' initiative.

Furthermore, the carmaker is also exploring in-car sterilization and complete disinfection through Medkling's Cerafusion technology for its cars. The brand has also recently launched the MY MG APP, enabling its customers to track their vehicle while at service and make payments digitally.

Speaking on the launch of Shield+, **Gaurav Gupta, Chief Commercial Officer, MG Motor India**, said, "As a forward-looking brand, we constantly look at innovation and technology to drive better customer experiences. In the new era, digital and contact-less experiences play an even more crucial role. Shield+ is an umbrella sales and service programme aimed at the complete convenience of our customers in the new normal and is a testimony of our commitment to the safety of our customers. The program keeps customer experience at the core and is driven by the innovation and technology, a core pillar at MG."



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MG Motor India is completely geared up for working in new norms including sanitization and social distancing. In the current scenario, its prime focus remains on health and wellbeing of its employees. Shield+ also ensures the safety of both its customers as well as its employees by conducting thermal scanning of all staff and visitors, equipping them with PPEs, and periodic sanitization of display cars and premises alongside other initiatives.

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

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