



MG Motor India elevates the all-new ZS EV experience, introduces new interior colours in Exclusive variant

Bookings are open for ZS EV Excite.

Gurgaon, October 03, 2022: MG Motor India today announced the introduction of a brand new interior colour to its all-new ZS EV Exclusive variant. The car will now be available in dual-tone iconic ivory interiors. The company also announced that the bookings of the new ZS EV Excite shall commence from October 3, 2022.

The ZS EV Excite offers customers a power-packed electric mobility experience with more than 75 connected features and the largest in-segment 50.3kWh battery with globally certified quality: ASIL-D, IP69K & UL2580. With 176 PS power, the all-new advanced technology battery offers a 461-km certified range on a single charge. The car comes loaded with the largest-in-segment 25.7 cm HD Touchscreen Infotainment, along with a host of other segment-first features like a 360-degree all-around view camera and a Digital Key. The ZS EV Excite features a full digital cluster with the segment-best 17.78 cm embedded LCD screen and Hill Descent Control (HDC) for enhanced safety. To make drives smoother, the base variant also comes equipped with a Park+ Native app for parking booking, and the MapmyIndia Online Navigation System with live traffic, live weather, and AQI, and the integrated Discover app to locate restaurants and hotels nearby. The system also has Firmware Over-The-Air (FOTA) update capability.

The ZS EV is available in the United Kingdom, parts of Europe, Australia, Thailand, China, Peru, Chile, and India. The vehicle's EV platform has been consistently acknowledged among all others, reaffirming MG's position as a global leader in electric passenger vehicle manufacturing. The MG ZS EV continues to dominate key markets around the world. The demand for high-tech, high-performance EVs is increasing at an alarming rate. The automaker sees this as an extremely promising segment.

MG Motor India is committed to strengthening the electric mobility ecosystem in India by raising the EV adoption rate in the country. To create a seamless EV experience for car owners, the carmaker has entered into strategic partnerships with key players such as Jio-bp, Castrol, and BPCL. The company is also promoting research and innovation in the EV space by collaborating with academic institutions. Recently, in association with RV College of Engineering, Bangalore, MG launched an EV certification course as a part of its skill development program, MG Nurture.

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, making it one of the world's largest clubs for a car brand. MG has evolved into a modern, futuristic, and innovative brand over the last 98 years.

MG Motor India's state-of-the-art manufacturing facility in Halol, Gujarat, has an annual production capacity of 80,000 vehicles and employs nearly 2,500 workers. 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 today. It has introduced several 'firsts' in India, including India's first Internet SUV – MG Hector, India's first Pure Electric Internet SUV – MG ZS EV, India's first



Autonomous (Level 1) Premium SUV – MG Gloster and MG Astor- India's first SUV with personal AI assistant and Autonomous (Level 2) technology.