



MORRIS GARAGES
Since 1924

MG Motor introduces India's first personalized car ownership program

"MY MG SHIELD" with the GLOSTER to get 200+ after-sales service options

New Delhi, Oct 5, 2020: MG Motor India today introduced MY MG SHIELD, the country's first personalized car ownership program for GLOSTER - India's first Autonomous Level I Premium SUV.

The MY MG SHIELD with GLOSTER provides flexible after-sales needs based on the ownership period, kilometers covered and other preferences. The program is aimed at providing transparency in transactions and ensuring complete peace of mind for customers with more than 200 combinations in warranty, roadside assistance (RSA), maintenance, residual value assurance, accessories, merchandize etc.

Speaking on the launch of MY MG SHIELD, **Rajeev Chaba, President & Managing Director, MG Motor India**, said, "At MG, we understand that everyone has different requirements for their car. This philosophy is at the heart of MY MG SHIELD which is a personalized and flexible ownership package that helps customers choose their desired after-sales requirement depending on their preferences. The program helps our customers step into a new era of hyper personalization, with 200+ options to choose from."

The GLOSTER will come with a standard 3+3+3 package i.e. warranty of three years/100,000 kilometers, three years roadside assistance and three labour-free periodic services. Under MY MG SHIELD, GLOSTER customers can further customize their ownership packager as per their requirements. In another first of kind, Gloster customers would be extended Rs. 50,000 to customize their preferences. In case the choice of the customers exceeds this amount, they will have to top up the payment. The amount cannot be redeemed for cash discount.

MG Motor India will announce the prices of the much-awaited GLOSTER within a few days. It recently began pre-bookings of India's First Autonomous Level I Premium SUV. The SUV can be pre-booked at the carmaker's network of 200+ centers across the country and on its website (mgmotor.co.in) for a booking price of Rs 100,000.

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 96 years. MG Motor India has its car manufacturing plant at Halol in Gujarat.

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