

MG Motor India's latest campaign featuring Benedict Cumberbatch, #ChangeWhatYouCan, aims to ignite an EV revolution

The campaign calls upon Indians to champion the protection of the environment through EV adoption and lay the foundation for a positive societal change

New Delhi, Nov 4, 2019: When it comes to EVs, India stands at the cusp of a revolution – and MG (Morris Garages) Motor India's latest brand campaign might just be the spark that ignites it. Featuring Benedict Cumberbatch and the soon-to-be-launched MG ZS EV, #ChangeWhatYouCan is a call-to-arms for Indians to drive positive societal change and champion environmental conservation through EV adoption.

Revolving around the concepts of green mobility and societal change, the campaign's title encapsulates its core proposition: making personal changes that contribute to a large-scale transformation. Benedict's powerful narration stresses the need for a change in existing mindsets and how, one person at a time, these little changes can create a powerful impact on society.

#ChangeWhatYouCan also reaffirms MG Motor India's commitment to the betterment of communities and the environment. The carmaker has already launched several initiatives to raise EV awareness amongst Indian consumers, in addition to partnering with key players in the global EV charging landscape to bolster the country's EV charging ecosystem. Through the latest campaign, it aims to further encourage EV adoption and catalyse a revolution that has been brewing for some time.

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 band. MG has evolved into a modern, futuristic and innovative brand over the last 95 years. MG Motor India has commenced its manufacturing operations at its car manufacturing plant at Halol in Gujarat.