



MG Motor launches its Pre-loved cars unit, 'MG Reassure', in India

Gurugram, August 24, 2020: In continuation to strengthen MG customer's trust and ownership experience, MG Motor India has launched its Certified Pre-Loved Car Vertical, 'MG Reassure', in India. MG Reassure aims to provide quick and the best residual value for MG cars to MG customers across its dealerships. The pre-loved vehicles will be assessed through 160+ quality checks to ensure the leading inspection standards and conduct all necessary repairs before their resale.

As part of its continued effort to leverage technology, MG will undertake a methodical evaluation for the pricing of the used vehicles. MG owners can also sell their MG cars without any obligation to exchange them for a new MG vehicle.

Speaking on the launch of MG ReAssure, **Gaurav Gupta, Chief Commercial Officer, MG Motor India** said, "Through MG Reassure program, we want to create a platform extending Transparency, Speed, Peace of Mind, and Assurance of the Best Resale Value of MG cars to our customers across India. This program also offers a unique opportunity to other patrons for purchasing quality pre-loved MG cars from our Reassure centers. The initiative will enhance customer retention and empower our patrons to stay within the MG Family while enjoying flexible ownership."

MG vehicles already maintain one of the best resale values within the industry. According to top car valuation engines, MG Hector's resale value is dominating the segment. **Based on industry reports, the current residual value of MG Hector after a year of use is in the range of 95-100%. This in itself is a benchmark and has been made possible because of the customer-oriented approach of MG and various industry-first initiatives aimed at bringing customer satisfaction.**

Customers purchasing MG vehicles from MG Dealerships will get quality pre-loved cars to choose from which would have undergone a rigorous quality check. In terms of assurance, customers would also get 3 years and unlimited KMs Warranty, 3 Years Roadside Assistance, and 3 Free Services – making it one of the best customer-centric offers in the industry for any authorized vehicle reseller in India.

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.

###