



INTRODUCING INDIA'S FIRST INTELLIGENT CUV

MG WINDSOR *EV*

LIVE BUSINESS CLASS

WHY SHOULD THE LUXURY OF COMFORT
AND SPACE BE RESTRICTED TO A SELECT FEW?
HOW LONG WILL WE DRIVE COMPROMISES?
NOT ANYMORE.

WE HAVE REIMAGINED THE CODES OF LUXURY,
REDEFINED THE BENCHMARKS OF COMFORT,
AND REKINDLED THE IDEA OF IMMERSIVE TRAVEL.

SO YOUR EVERYDAY DRIVES FEEL BEYOND
THE ORDINARY.

SO YOU DISCOVER MORE IN YOUR JOURNEYS.

SO YOU ENJOY AN EXPERIENCE THAT'S
TRULY A CLASS APART.



INTRODUCING INDIA'S FIRST INTELLIGENT CUV



WINDSOR **EV**

LIVE BUSINESS CLASS



INDUSTRY-FIRST INITIATIVES

MG Motor has pioneered industry-first initiatives for the battery rental, charging ecosystem, lifetime warranty* and over-all ownership aimed at breaking the barriers and making adoption of EVs easy and accessible.

UNIQUE OWNERSHIP PROGRAMME

BaaS
Battery-as-a-Service*

3-60 Assured
Buy Back[#]

**LIFETIME
WARRANTY**
on battery for first owner*

FREE Public
Charging[#]

MG WINDSOR EV AT A GLANCE



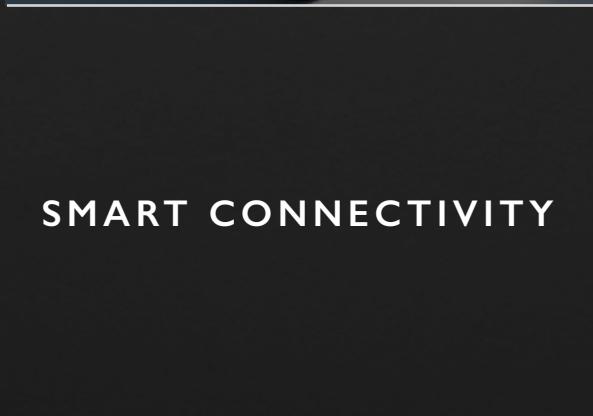
OPULENT INTERIORS



FUTURISTIC EXTERIORS



REASSURING SAFETY



SMART CONNECTIVITY



EV ASSURANCE & ENABLERS

INTERIOR



Images & depictions are for illustration & representation purposes only. Features, accessories, and specifications as shown are not standard for all variants. T&C apply.



F I R S T - I N - S E G M E N T

**AERO-LOUNGE™
S E A T S**
WITH 135° RECLINE

COMFORT TAKEN TO A NEW ANGLE

Rediscover the joy of comfort when its boundaries are pushed to a whole new level. Enjoy the calm as you sit back and relax on the cosy seats with 135° multi-level recline.



FIRST - IN - SEGMENT

INFINITY VIEW™ GLASS ROOF

ENJOY SKY-HIGH VIEWS ON EVERY JOURNEY

Imagine an invisible roof and the endless vistas that it offers. Experience them all in every drive with the MG Windsor EV.



LARGEST-IN-SEGMENT

GRANDVIEW™
TOUCH DISPLAY

ENTERTAINMENT JUST A TOUCH AWAY

Make your journeys more delightful with your favourite applications on a futuristic 39.6 cm (15.6 inch) infotainment system.

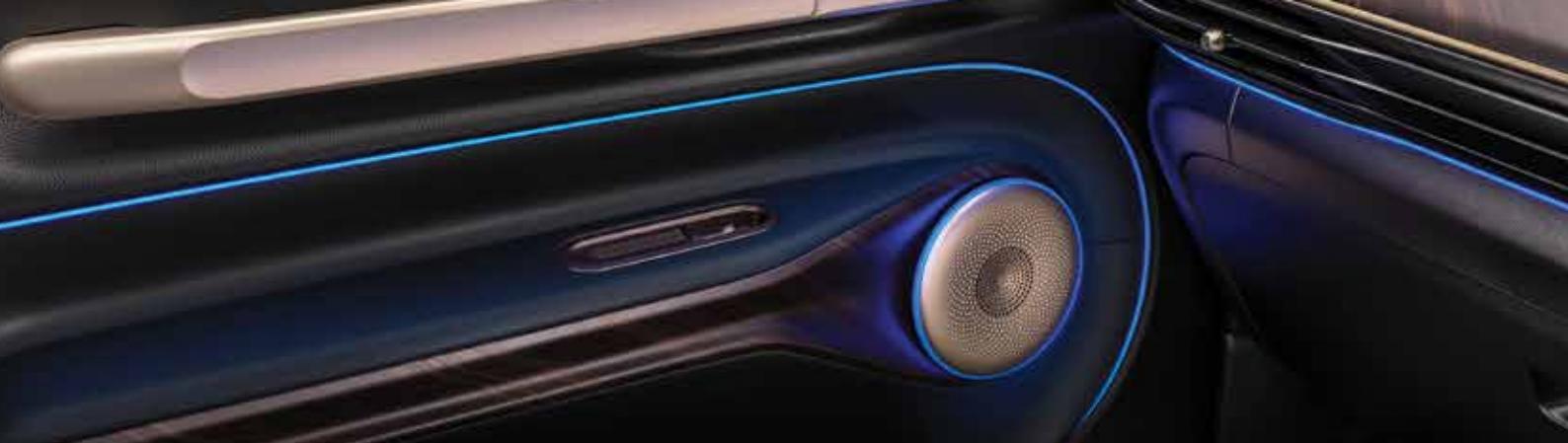


9-SPEAKER AUDIO
SYSTEM BY  **Infinity**

SOUNDS INFINITELY BETTER

Surround yourself with nine speakers that make your entertainment sound more powerful.
4 Speakers | 4 Tweeters | 1 Subwoofer

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FIRST-IN-SEGMENT
256 COLOUR AMBIENT LIGHT

LED BY YOUR MOOD

Turn on the splendid ambient lighting with auto change technology and make your drives express the way you feel.



WIRELESS SMARTPHONE CHARGER



WIRELESS ANDROID AUTO & APPLE CARPLAY

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BEST-IN-CLASS
REAR LEGROOM

LIVE MILES OF OPULENCE

Feel the magnificence of Knight Black interiors accentuated with a generous use of Royal Touch Gold highlights and soft touch material on the dashboard and door trims.



WOODEN FINISH HIGHLIGHTS

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DRIVER ARMREST STORAGE



REAR-CENTRE ARMREST WITH CUPHOLDERS



FIRST - IN - SEGMENT
6-WAY POWER DRIVER SEAT



LARGEST - IN - SEGMENT
604* l BOOT SPACE

SPACE FOR YOUR WORLD

Keep your journeys going with a storage space of 604 litres that holds what you need and more.

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EXTERIORS



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AEROGLIDE™ DESIGN

A MARVEL ON THE MOVE

A unique form that lets you enjoy the spotlight on the roads.



2700 mm

BEST-IN-CLASS

2700 mm WHEELBASE

THE LONG STRETCH OF STABILITY

Long wheelbase that makes your drive smooth, stable and spacious.

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SMARTFLOW™

TAIL LIGHT

CONNECTED LED TAIL LAMPS

STARSTREAK™ LED

LED FRONT POSITIONING LAMPS & DRLS



**ILLUMINATED
FRONT MG LOGO**

LED HEAD LAMPS



FIRST-IN-SEGMENT
R18 DIAMOND CUT
ALLOY WHEELS

R18 Diamond Cut Alloy Wheels that make your drives the centre of attraction.



FIRST-IN-SEGMENT
GLASS ANTENNA

SMART FLUSH DOOR HANDLES
Auto-pop stylish handles that blend
seamlessly with the exteriors.

SAFETY & PERFORMANCE

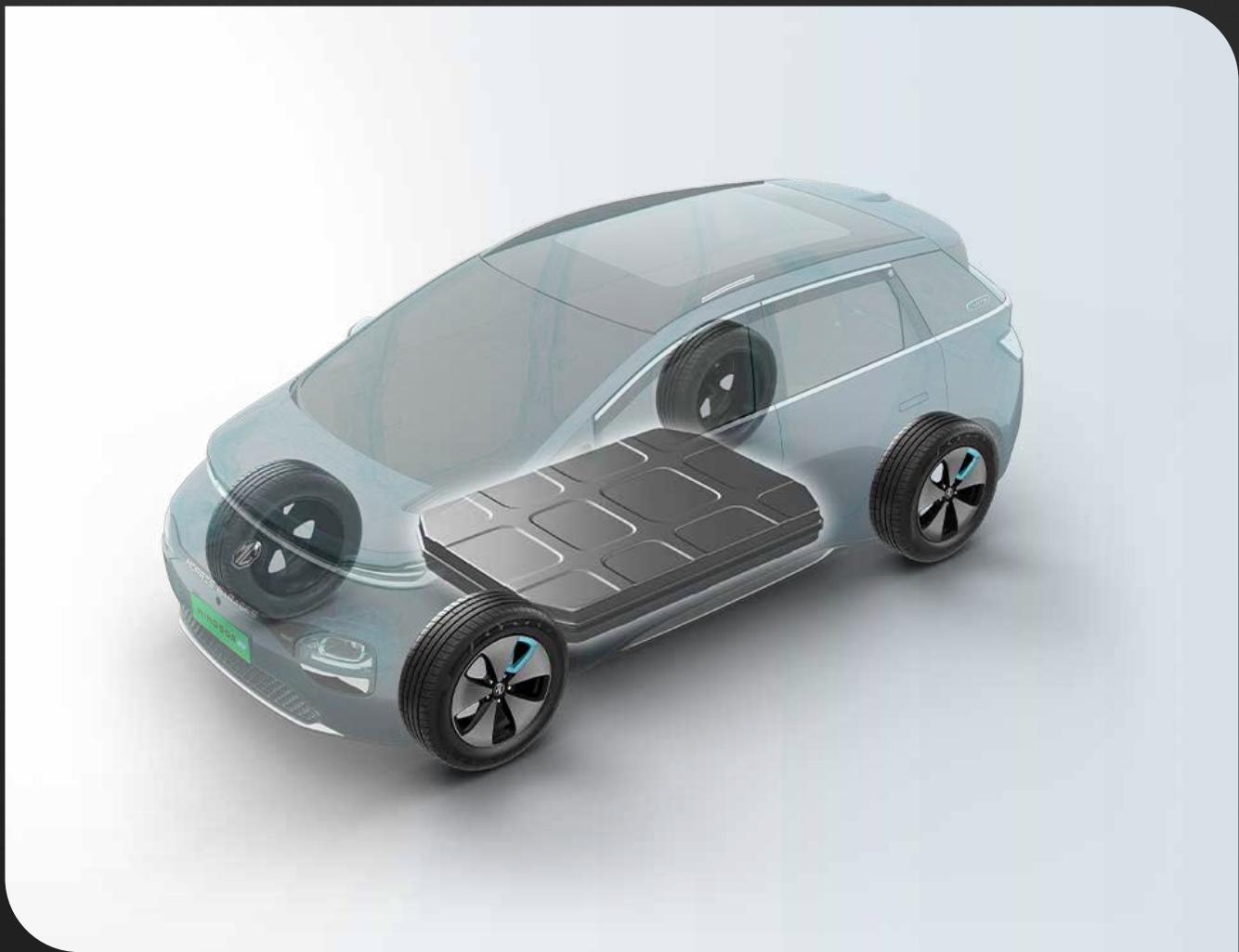


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POWER YOUR DRIVE

The long-lasting and reliable battery of the MG Windsor EV delivers a powerful performance in all four driving modes - Eco+, Eco, Normal and Sports - and keeps you free of worries and immersed in the drive.

Our prismatic cells battery meets the optimal safety standards and is certified to operate with durability and stability.



39 STRINGENT SAFETY TESTS



IP67: WATER & DUST
RESISTANCE CERTIFICATION



FIRST-IN-SEGMENT
BATTERY HEATING FUNCTION



LIQUID COOLING SYSTEM



BATTERY CAPACITY
38 kWh



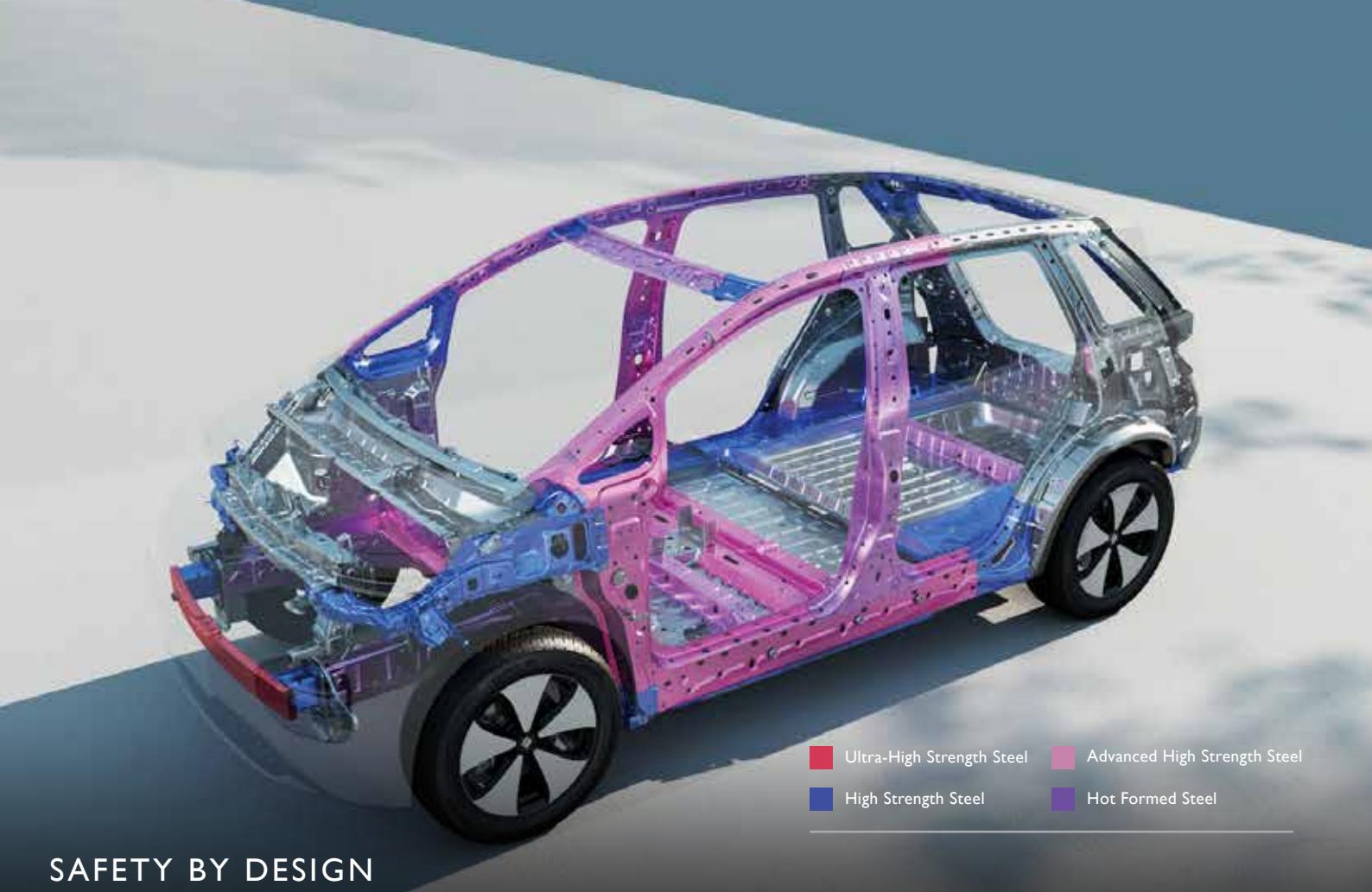
RANGE: 331 KM*



**6 AIRBAGS (DUAL FRONT, SIDE & CURTAIN)
STANDARD ACROSS ALL VARIANTS**



360° SURROUND VIEW CAMERAS AND REAR PARKING SENSORS



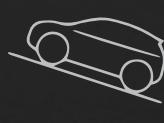
SAFETY BY DESIGN

A fortress made of high strength steel designed to keep you and your family safe.

MORE SAFETY FEATURES



ELECTRONIC STABILITY
PROGRAMME



HILL-START
ASSIST CONTROL



HILL DESCENT
CONTROL



ALL 4 DISC
BRAKES



ELECTRIC PARKING
BRAKE AUTO HOLD



RAIN SENSING
WIPERS



DIRECT - TYRE PRESSURE
MONITORING
SYSTEM



AUTO DIMMING
INSIDE REAR
VIEW MIRROR



AUTO
HEADLAMPS



FOLLOW ME
HOME HEADLAMPS



LED CORNERING
LIGHTS



LED REAR FOG
LAMPS



EMERGENCY STOP
SIGNAL (ESS)



3-POINT SEAT BELT
(ALL SEATS)



SEAT BELT REMINDER
(ALL SEATS)



ISOFIX

SMART CONNECTIVITY



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CONNECT WITH YOUR DRIVES

i-SMART

80+
CONNECTED
CAR FEATURES



MG APPSTORE
POWERED BY JIO



JIOGAMES



HOME 2 CAR



REAR VIEW MONITOR



AI BASED VOICE
COMMANDS
POWERED BY JIO



CUSTOMISABLE
HOMESCREEN



CO₂ SAVINGS



CHARGING FINISHED
REMINDER



OTTplay



JIOSAAVN APP FOR
MUSIC & PODCASTS



CHIT-CHAT
COMMANDS



CUSTOMISABLE LOCK
SCREEN WALLPAPER



30+ HINGLISH
VOICE COMMANDS



HEAD UNIT THEME
STORE

CUSTOMISE THE THEME OF YOUR GRANDVIEW™



ROYAL GOLD



ROYAL LIGHT



SNAZZY LIGHT



GLAMOROUS DARK



LIGHT CHASER

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| i-SMART FEATURES



REMOTE CAR CONTROLS



LIVE LOCATION
SHARING & TRACKING



DIGITAL KEY
WITH SHARING
CAPABILITIES



IN-CAR REMOTE CONTROL
USING i-SMART APP



ANTI-THEFT
IMMOBILISATION



SMART
DRIVE INFO



GEOFENCE



100+ VR COMMANDS TO
CONTROL SKY ROOF,
AC, MUSIC, RADIO,
& MORE



E-CALL
& I-CALL



VEHICLE
STATUS SCAN



ECOTREE –
CO₂ SAVINGS



i-SMART APP FOR
ANDROID &
APPLE WATCH

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| MG APPSTORE POWERED BY JIOSTORE



INCLUDES CATEGORIES LIKE OTT (OVER-THE-TOP) AND MUSIC
AUTO-UPDATE SYSTEM FOR SEAMLESS FUNCTIONING



| JIOGAMES

INSTANT ACCESS TO A CURATED
SELECTION OF FAMILY-FRIENDLY GAMES

MULTIPLE GENRES LIKE SPORTS, ACTION,
PUZZLES, AND MUCH MORE

| OTTplay

WIDE VARIETY OF YOUR FAVOURITE
MOVIES AND SHOWS ACROSS
VARIOUS GENRES



HOME 2 CAR



LINK BETWEEN YOUR
CAR AND THE JIOFIBER
SET-TOP BOX



TEST DRIVE
BOOKING FOR
ANY MG CAR



SERVICE
APPOINTMENT
SCHEDULING FOR
YOUR CAR

HELLOJIO AUTO VOICE RECOGNITION

IN 6 LANGUAGES - ENGLISH, HINDI, TAMIL, TELUGU, MARATHI, & GUJARATI



HANDS-FREE
WAKE-UP COMMAND:
"HELLO MG"



DIRECT COMMAND
FUNCTIONALITY
(NO WAKE-UP REQUIRED)



OFFLINE COMMAND
EXECUTION IN AREAS
WITH NO NETWORK



CALL-MAKING
CAPABILITY



ACCESS TO THE
LATEST NEWS, HOROSCOPE,
WEATHER UPDATES, AND
ADDITIONAL FEATURES

EV ASSURANCE & ENABLERS



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DRIVING INDIA'S EV ECOSYSTEM

Key partnerships with the leading players in EV ecosystem for Battery Technology, Charging Infrastructure, Product Development, Technology Innovation, AI Implementation & Electronics.



| 6 WAYS TO CHARGE UP

Six options for charging your vehicle ensure that your travels will keep on going comfortably.



AC FAST CHARGERS**

Get AC Fast Charger installed at home or office and charge your car from 0-100% in 6.5* hours.

DC SUPER FAST CHARGERS

Charge your car from 0-80% in 55* minutes.



PORTABLE CHARGER WITH YOUR CAR

A portable charging cable comes with the car which plugs into a 15A socket.



MG CHARGE INITIATIVE

An initiative to install 1000 AC Fast Chargers within community spaces in India in 1000 days.

UNIFIED APP FOR EV CHARGING

One-stop EV charging point platform with widest charging network coverage.



ROADSIDE MOBILE ASSISTANCE#

Mobile charging on the road during emergencies is available 24x7.



UNIFIED APP FOR EV CHARGING

One-stop EV charging point platform with widest charging network coverage.



eHUB by MG



INTUITIVE INTERFACE

Navigate for your EV needs easily.



DISCOVER

Locate the charging points close to you and know the network.



RESERVATION

Reserve your charging slot at any charging station in the wide network*.



TRIP PLANNER

Plan a route with available charging points.



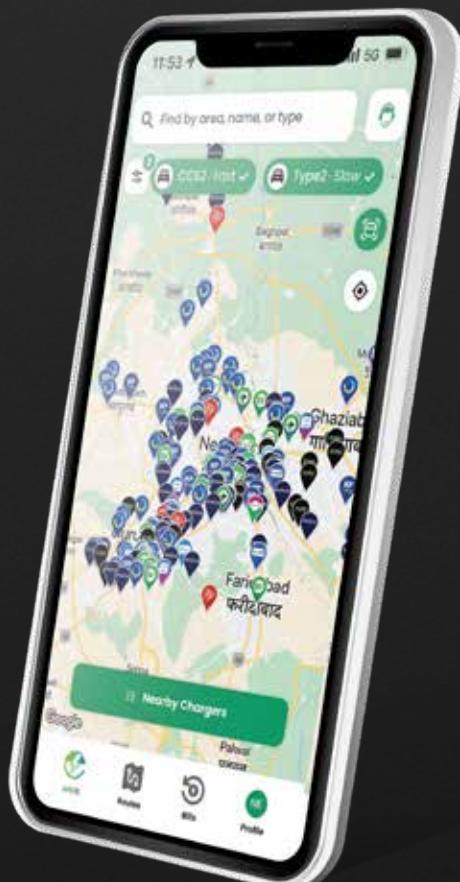
CONVENIENCE

Scan the QR code and begin charging.



EASE OF PAYMENT

Pay for charging from the app itself.*



SCAN THE
QR CODE



I ASK EVERY EV QUERY



DISCOVER THE TRUTH ABOUT
CHARGING | BATTERY | RANGE | COST & MORE



VISIT NOW
WWW.EVPEDIA.CO.IN

HOW ACCESSIBLE ARE EV
CHARGING STATIONS IN INDIA?

WHICH FACTORS AFFECT THE
RANGE OF ELECTRIC VEHICLE?

WHAT IS THE FUNCTION OF BMS?

HOW SHOULD CHARGING
EQUIPMENT BE GENERALLY
INSTALLED?



UNIQUE OWNERSHIP PROGRAMME

BaaS

Battery-as-a-Service*

A unique ownership programme that makes owning your favourite EV highly affordable with great savings and an exceptional assurance of buyback. A never-before offering where you do not pay for the battery but only for the car, thus drastically bringing the overall cost down.

INTRODUCTORY PRICE STARTS AT
₹9.99* LAKH
+ BATTERY RENTAL @ ₹ 3.5/km*

+

3-60 Assured BuyBack*



#For first registered owner #Applicable for private registration only. #In case of ownership change, warranty on HV battery will be 8 years or 1,60,000 km, whichever is earlier from the first ever date of delivery of the vehicle. Refer Owner's manual for more details. ~The warranty coverage for 12V battery, tyres is valid for 1 year, while for infotainment system is valid for 3 years. ^MG Windsor EV e-Shield plan can be purchased within 15,000 kms or 12 months (Protect Plan, & 3-60 Buyback plan) & within 80,000 or 36 months (extended warranty, extended RSA) from the date of purchase (whichever is earlier). ^ Basis age & running of the vehicle. *T&C apply. **For first 3 scheduled services.

COMPREHENSIVE OWNERSHIP PACKAGE

MG e-Shield[^] is a thoughtfully designed ownership package that offers assurance and convenience to all MG Windsor EV owners.



LIFETIME WARRANTY[#] ON HV BATTERY

3 YEARS

UNLIMITED WARRANTY[~]
ON VEHICLE
(Other than HV battery)

3 YEARS

ROADSIDE ASSISTANCE

3 SERVICES

LABOUR FREE
SERVICES**

OPTIONAL PERSONALISED PLANS

Enhanced e-Shield offering with 130+ options[°] to choose from

EXTENDED WARRANTY PLANS – Up to 5 yrs with unlimited kilometres

EXTENDED RSA PLAN – Up to 5 yrs

3-60 BUYBACK PLAN – Assured buyback of 60% (ex-showroom) after 3 yrs/45000 km*

PROTECT PLANS – Up to 5 yrs/75000 km

CLASSIC (scheduled maintenance coverage)

PREMIUM (scheduled maintenance and wear & tear except tyre/12V
battery/accidents coverage)

| DRIVE YOUR EXPRESSION

Pick a colour of choice that speaks to you and add a personal touch to the journeys you go on.



TURQUOISE GREEN



PEARL WHITE



CLAY BEIGE



STARBURST BLACK

SPECIFICATIONS

DIMENSIONS	
LENGTH (mm)	4,295
WIDTH (mm) (INCLUDING MIRRORS)	2,126
WIDTH (mm) (EXCLUDING MIRRORS)	1,850
HEIGHT (mm)	1,677
BOOT SPACE (l)	604*
UNLADEN GROUND CLEARANCE (mm)	186
WHEELBASE (mm)	2,700
ELECTRIC MOTOR	
ELECTRIC MOTOR TYPE	Permanent Magnet Synchronous Motor
MAX. POWER (PS/kW)	136/100
MAX. TORQUE (Nm)	200
HIGH-VOLTAGE BATTERY	
BATTERY CAPACITY (kWh)	38
CHARGER CONNECTION TYPE	CCS2
ESTIMATED CHARGE TIME (0-100%) [3.3 kW]	13.8 hr
ESTIMATED CHARGE TIME (0-100%) [7.4 kW]	6.5 hr
ESTIMATED CHARGE TIME (0-80%) [50 kW]	55 min
MAXIMUM FAST CHARGING CAPABILITY (kW)	45kW
RANGE IN SINGLE CHARGE (km)	TBD
TRANSMISSION	
TRANSMISSION	Automatic
TYRE	
TYRE & WHEEL	215/60 R17 (D=436.6 mm) 215/55 R18 (D=462 mm)
BRAKES	
FRONT & REAR BRAKES	Disc
SUSPENSION	
FRONT	MacPherson Strut
REAR	Torsion Beam

*Boot Space of Excite & Exclusive variant is 604L, Essence has 579L of Boot space. Features and specifications may vary model wise. *The range is as per various test conditions carried at government affiliated agencies. Actual Performance may vary depending on various conditions including driving pattern, speed, etc. T&C Apply. **Depending on the condition of high-voltage battery, charger specifications, and ambient temperature, the time required for charging the high-voltage battery may vary.

EXTERIOR

	EXCITE	EXCLUSIVE	ESSENCE
LED Projector Headlamps	✓	✓	✓
LED Daytime Running Lights	✓	✓	✓
StarStreak™ LED Front Positioning Lamps	✓	✓	✓
SmartFlow™ LED Tail Light	✓	✓	✓
Illuminated Front MG Logo	✓	✓	✓
Wheel Size			
R17 (D = 436.6 mm) Steel Wheel with Wheel Cover	✓	-	-
R18 (D = 462 mm) Diamond Cut Alloy Wheels	-	✓	✓
Turn Indicators on Outside Rear View Mirror	✓	✓	✓
Flush Door Handles	✓	✓	✓
Glass Antenna	✓	✓	✓
Chrome Finish on Window Beltline	-	✓	✓

INTERIOR

	EXCITE	EXCLUSIVE	ESSENCE
Knight Black Interiors	✓	✓	✓
Royal Touch Gold Interior Highlights	✓	✓	✓
Leather* Pack			
Dashboard	-	✓	✓
Driver Armrest	✓	✓	✓
Door Trims	-	✓	✓
Steering Wheel	-	✓	✓
Seat Upholstery			
Fabric Seats	✓	-	-
Leather* Seats	-	✓	✓
60:40 Rear Split Seats	✓	✓	✓
Front & Rear Height Adjustable Headrests	✓	✓	✓
Front Console Storage			
Open Storage	✓	-	-
Roller Shutter	-	✓	✓
Multi Colour LED Ambient Lights (With 256 Colours)	-	-	✓
LED Luggage Lamp	✓	✓	✓
Rear AC Vents	✓	✓	✓
PM2.5 Filter	-	-	✓
Reading Lights			
LED Front Reading Lamp	✓	✓	✓
LED Rear Reading Lights	-	✓	✓

INFOTAINMENT

	EXCITE	EXCLUSIVE	ESSENCE
Infotainment Display			
25.6 cm (10.1 inch) Touch Display	✓	-	-
39.6 cm (15.6 inch) GrandView™ Touch Display	-	✓	✓
USB + FM + Bluetooth Music & Calling	✓	✓	✓
Steering Mounted Audio Controls	✓	✓	✓
USB Chargers (Front 2 - I Type A & I Type C/Rear 1 - Type C)	✓	✓	✓
I2V Power Outlet	✓	✓	✓
Wireless Android Auto & Apple Carplay	✓	✓	✓
6 Speakers	✓	✓	-
9 Speakers Audio System by Infinity	-	-	✓

CHARGER DETAILS

	EXCITE	EXCLUSIVE	ESSENCE
3.3 kW Portable Charging cable	✓	✓	✓
3.3 kW AC Home Charging Box	✓	✓	-
7.4 kW AC Fast Charger	Optional	Optional	✓

COMFORT & CONVENIENCE

	EXCITE	EXCLUSIVE	ESSENCE
Infinity View™ Glass Roof	-	-	✓
Aero-Lounge™ Seats	-	-	✓
Ventilated Front Row Seats (Driver & Co-driver)	-	-	✓
Multi-level Reclining Rear Seat	✓	✓	✓
Instrument Cluster	-	-	-
Fully Digital 17.7 cm (7 inch) LCD Cluster	✓	-	✓
Fully Digital 22.3 cm (8.8 inch) LCD Cluster	-	✓	✓
Driver Seat Height Adjustment	-	-	-
Manual Adjustment	✓	-	-
6 Way Power Adjustable	-	✓	✓
Steering Column Mounted E-shifter	✓	✓	✓
Smart Entry System	✓	✓	✓
Smart Start System	✓	✓	✓
Smart Flush Door Handles	-	✓	✓
Tilt & Telescopic Steering Wheel	✓	✓	✓
Cruise Control	✓	✓	✓
Fully Automatic Temperature Control	✓	✓	✓
Wireless Smartphone Charger^	-	✓	✓
Outside Rear View Mirror with Electric Adjustment	✓	✓	✓
Outside Rear View Mirror Fold	-	-	-
Manual Fold	✓	-	-
Power Folding ORVM with Auto Fold	-	✓	✓
Sunvisor with Vanity Mirror & Illumination	-	✓	✓
Power Window	-	-	-
All 4 Door Power Window	✓	✓	✓
All Door Window One Touch Auto Down	✓	✓	✓
Driver Side Window Auto Up	✓	-	-
All Door Window One Touch Auto Up with Anti Pinch	-	✓	✓
Rear Seat Centre Armrest with Cup Holder	-	✓	✓

SAFETY

	EXCITE	EXCLUSIVE	ESSENCE
6 Airbags (Dual Front, Side & Curtain)	✓	✓	✓
3-point Seat Belt (All Seats)	✓	✓	✓
Seat Belt Reminder (All Seats)	✓	✓	✓
Electronic Stability Program	✓	✓	✓
Hill-Start Assist Control	✓	✓	✓
Hill Descent Control	✓	✓	✓
Emergency Stop Signal (ESS)	✓	✓	✓
360 Degree Camera	-	✓	✓
Rear Parking Sensors	✓	✓	✓
LED Cornering Lights	-	✓	✓
LED Rear Fog Lamps	✓	✓	✓
Tyre Pressure Monitoring System	-	-	-
Indirect	✓	-	-
Direct	-	✓	✓
All 4 Disc Brakes	✓	✓	✓
Auto Hold	✓	✓	✓
Electric Parking Brake	✓	✓	✓
ISOFIX	✓	✓	✓
Rain Sensing Wipers	✓	✓	✓
Auto Headlamps	✓	✓	✓
Follow Me Home Headlamps	✓	✓	✓

SAFETY	EXCITE	EXCLUSIVE	ESSENCE
Dual Horn	✓	✓	✓
Child Lock	✓	✓	✓
Inside Rear View Mirror			
Manual Anti-Glare	✓	-	-
Auto Dimming	-	✓	✓
Rear Defogger	-	✓	✓

i-SMART CONNECTED CAR KEY FEATURES	EXCITE	EXCLUSIVE	ESSENCE
Advanced UI with Widget Customisation of Homescreen with Multiple Homepages	✓	✓	✓
Customisable Widget Colour with 7 Colour Palette	✓	✓	✓
Customisable Lock Screen Wallpaper	✓	✓	✓
Voice Commands to Control Car Functions, AC On/Off, Radio, etc.	-	✓	✓
Chit Chat Voice Interaction	-	✓	✓
30+ Hinglish Voice Commands	-	✓	✓
Voice Commands for Weather, Cricket, Calculator, Clock, Date/day, Horoscope, Stock Market, Dictionary, News & Knowledge	-	✓	✓
Voice Commands in 6 Languages (Tamil, Telugu, Marathi, Gujrati, English, Hindi)	-	✓	✓
Infotainment Theme Store with Downloadable Themes	-	✓	✓
Valet Mode	-	✓	✓
Quiet Mode	-	✓	✓
MG App Store on Infotainment	-	✓	✓
Jio Games on Infotainment	-	✓	✓
Home 2 Car - Using JioFiber	-	✓	✓
Rear View Monitor (RVM)	-	✓	✓
Scheduled Dark Mode on Infotainment	-	✓	✓
Scheduled Charging from Infotainment & i-SMART app	-	✓	✓
Online Music App - JioSaavn	-	✓	✓
Digital Bluetooth Key with Key Sharing Function	-	✓	✓
Birthday Wish on Head Unit (with Customisable Date Option)	-	✓	✓
Anti-Theft Immobilisation	-	✓	✓
In-Car Remote Controls using i-SMART app	-	✓	✓
Live Location Sharing & Tracking	-	✓	✓
Remote Car Lock/Unlock	-	✓	✓
Find My Car	-	✓	✓
Creating Profile for Regular Users & Guests using i-SMART app	-	✓	✓
Vehicle Status Check on the app	-	✓	✓
Vehicle Start Alarm	-	✓	✓
Geo-Fence	-	✓	✓
Vehicle Speeding Alert with Customisable Speed Limit	-	✓	✓
Smart Drive Information	-	✓	✓
Charging Station Search on i-SMART app	-	✓	✓
100% Charging Notification on i-SMART app	-	✓	✓
i-SMART app for Smartwatch**	-	✓	✓
Critical Tyre Pressure Voice Alert	-	✓	✓
Low Battery Alert at Ignition On	-	✓	✓
E-Call (Safety)	-	✓	✓
I-Call (Convenience)	-	✓	✓
Wi-fi Connectivity (Home Wi-Fi/Mobile Hotspot)	-	✓	✓
Over The Air (OTA) Updates	-	✓	✓
Preloaded Greeting Message on Entry (With Customised Message Option)	-	✓	✓
Departure "Good Bye" Message on Exit	-	✓	✓
Ecotree - Co ₂ Saved Data on Infotainment & i-SMART app	-	✓	✓

450+ CENTRES TO COME SAY “HELLO MG”

We are always by your side no matter where you are and constantly expanding our network, so that you are just a ‘Hello’ away.



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