PRESS INFORMATION – 30 SEP 2021

**WAYLANDS MG OPENS IN OXFORD**

**A picture containing text, outdoor, scene, sign

Description automatically generated**

* **MG Motor and Waylands open new showroom in Oxford**
* **Over 35 new dealers have joined the brand so far this year**
* **EV leadership and great value proposition make MG a highly desirable franchise**

A new name for MG is now selling the brand in its Oxfordshire heartland, with independent dealer group Waylands opening an MG franchise in the historic city of dreaming spires.

Waylands MG Oxford is situated on the city’s Cumnor Hill. It has an indoor showroom offering sales, aftersales and used car facilities, as well as EV charging facilities.

Oxford will be a fantastic market for MG as it is one of the leading cities in the country in the adoption of EV’s through its Zero Emission Zone – one of the first in the UK.

John O’Hanlon, CEO of Waylands commented “We are delighted to be joining the MG network at this exciting time. MG is a brand that will be evocative for many car buyers in our area. MG started and continued production in Oxfordshire for many years. Its strategy of creating a full range of cars including EVs, at market leading price points is incredibly attractive, accompanied with a full 7-year warranty”

MG Motor is gearing up to increase its network to over 140 dealers by the end of 2021. With a range now encompassing six models and a rapidly growing reputation for offering affordable EVs for everyone, MG has seen over 35 new sites join its network in the past 9 months.

MG Motor’s Commercial Director, Guy Pigounakis, said: “We are delighted to join with Waylands as our partner for Oxford and can see how the city represents a great opportunity for a brand like MG and its EV for everyone mindset. This is a highly strategic appointment to our network, and we look forward to working with Waylands as we continue to expand out EV leadership.”

MG currently offers six models in the UK including three plug-in cars – the established MG ZS EV, the game-changing All New MG5 EV and MG HS Plug-in Hybrid, all backed up by MG’s comprehensive 7-year warranty and nationwide dealer network.

To find your local dealer, or to discover the high-tech, value-for-money range of cars on offer, please visit MG.CO.UK.

- ENDS –

**Notes to editors:**

**About MG**

Tracing its history back to 1924, MG is the iconic British motoring brand, famous for building sporty, exciting and value-for-money cars which are always fun to drive. From the original MG 14/28 Super Sports car, designed by the legendary Cecil Kimber, to the all-electric MG5 EV of today, MG has always been innovative, always been radical and always been fun!

Today, MG is the fastest growing car brand in the UK, fielding a six-car range of practical and affordable hatchbacks, SWs and SUVs. Designed in Marylebone, London, and manufactured in state-of-the-art factories in several countries, today’s MGs are practical, spacious, packed with technology and perfect for modern life. With a national network of over 130 dealerships, MG is accessible to customers everywhere with professional sales and aftersales provision across the UK.

Backed by SAIC Motor, one of the world’s largest automotive companies, all new MGs are built with world-class components and are backed by a comprehensive manufacturer’s 7 year warranty. Well-established in the UK, MGs are now sold worldwide with western Europe being the latest region for expansion.

**For further information please contact:**

**LINDA ROBINSON**

PR and Experiential Manager, MG Motor

T: +44 0203 917 5834

E: [linda.robinson@mg.co.uk](mailto:linda.robinson@mg.co.uk)

**CRAIG CHEETHAM**

MG Press Office

T: +44 07900 085571

E: [craig@crccreative.co.uk](mailto:craig@crccreative.co.uk)

[www.mg.co.uk](http://www.mg.co.uk)