PRESS INFORMATION – **4 July 2022**

**ALL-NEW MG4 EV CONFIRMED FOR SEPTEMBER DEBUT ON NEW MSP PLATFORM**

* All-new MG4 EV due for UK launch in September – the first of a series of MG models using advanced Modular Scalable Platform (MSP) architecture
* Flexible platform delivers outstanding safety, efficiency, and driver engagement
* Innovative MSP will also be prepared for future technologies, showcasing MG’s forward-thinking design strategy

MG Motor UK has revealed the first official UK images of its all-new MG4 EV, ahead of the launch in September.

The key new model will utilise MG’s innovative Modular Scalable Platform (MSP) - state of the art battery architecture that will underpin the next generation of MG models.

Designed for a wide range of vehicles, the MSP can be used flexibly in models across different vehicle segments, from hatchbacks to SUVs and sports cars – suitable for wheelbases ranging from 2,650 to 3,100 mm. The manufacturer has also revealed its new integrated battery structure has a height of just 110mm, enhancing roadholding and driver engagement even further.

The MG4 EV marks a bold new direction for MG Motor UK, with the company underlining an enhanced driving experience derived from a new rear-wheel drive platform which allows 50:50 weight distribution.

The new MSP has been designed to maximise battery efficiency, with concerted efforts to further reduce weight and allow scalable range and performance for a wide variety of customer requirements, offering enhanced interior space and luggage capacity. Initially available with battery capacities from 51kWh to 64kWh, the MG4 EV will be capable of between 218-281 miles range on the WLTP cycle.

MG has adopted a progressive strategy when designing its new platform; the architecture allows integration with future technologies including battery swap systems, while the Service-Oriented Architecture (SOA) will enable vehicles to receive Over-The-Air (OTA) updates throughout their lifecycle.

David Allison, Head of Product & Planning at MG Motor UK, said: “The MG4 EV is a key part of the next phase of growth for MG. Our new MSP architecture will enable us to offer multiple options for the rapidly expanding UK electric car market, with all choices reinforcing our reputation for outstanding design, market-leading technology, and excellent value for money.”

The announcement marks a pivotal moment for MG, following the sales success of its existing range of pure electric and plug-in hybrid vehicles, with the brand growing by 83% in the first five months of 2022 in market which has contracted by 8.7%\* during the same period.

Further details on the new MG4 EV will be released soon, including announcements on UK pricing, full specifications and official first UK viewings.

For more details about MG or to find your nearest dealer, visit [www.mg.co.uk](http://www.mg.co.uk)

- ENDS –

**Notes to editors:**

\*Source: SMMT new car registration data – June 2022.

**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 150 dealerships, MG is accessible to customers everywhere with professional sales and aftersales provision across the UK.

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:**

**JACK CONSTANTINE**

MG Press Office

T: +44 (0) 7925 635624

E: [jack.constantine@loopagency.co.uk](mailto:jack.constantine@loopagency.co.uk)

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

**HEATHER WEBB**

MG Press Office

T: +44 (0)3301 756940

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

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