**PRESS INFORMATION – Monday, 17 April 2023 – EMBARGOED UNTIL 4PM**

**London, UK - Shanghai, China**

**MG CYBERSTER DEBUTS AT AUTO SHANGHAI**

* Dramatic new all-electric MG sports car officially announced
* Cyberster poised to open a compelling new chapter in the MG story, expected on sale in the UK and Europe in the summer of 2024
* Revolutionary design combines iconic roadster heritage with modern brand design language

An exciting new chapter in the MG story has just been announced at Auto Shanghai 2023 with the company officially confirming production plans of its unique high-performance EV sports car – Cyberster.

The two-seat roadster marks a much-anticipated return to sportscar production by the celebrated MG marque, with Cyberster poised to bring the story right up to date with its powerful all-electric powertrain and contemporary cabin featuring cutting-edge driver technology.

Carl Gotham, Advanced Design Director of the company’s Marylebone design studio in London, comments:

“Our intention was to create a completely new roadster ready for a new generation of sportscar drivers and which opens a bold and compelling new chapter for MG.”

“The focus for Cyberster was to create a design that was respectful of the brand’s illustrious past and to bring back that sporting bloodline, while also being absolutely clear that it should be modern and forward-facing like the MG of today, completely in-tune with the rapid transition to electric vehicles.”

Cyberster’s evocative styling pays homage to much-admired roadsters from MG’s rich heritage, with its distinctive long bonnet, low nose and curvaceous surfaces, while also introducing striking new features such as its distinctive scissor doors and Kammback rear design.

Guy Pigounakis, MG Motor UK’s Commercial Director, comments:

“This is the perfect time to introduce an MG that completely reconnects with our performance DNA and is designed to enthral the driver on every level. MG is all set for an electric, sporting future and it is the perfect way to start celebrating our 100th anniversary.”

Cyberster is expected to arrive for sale in the UK and Europe in the summer of 2024.

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

- ENDS –

**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)