**PRESS INFORMATION – 29 August 2023**

**London/Munich**

**MG AT IAA MOBILITY 2023:**

 **MAJOR EUROPEAN DEBUT CONFIRMED**

* **MG Cyberster to make its official European debut**
* **High-performance MG4 Electric XPOWER confirmed**
* **Marvel R Electric Performance SUV completes the sporting line-up as the company begins to celebrate 100 years of MG**

MG has confirmed that its exciting two-seat EV roadster, the Cyberster, will make its official European debut at IAA Mobility 2023, Munich Exhibition Centre (5-10 September 2023).

The striking Cyberster will headline MG’s strong presence in Munich and be joined by the new MG4 Electric XPOWER, the latest addition to the multi-award-winning MG4 Electric range, the most powerful MG production car ever. Completing an impressive MG line-up is the MG Marvel R Electric performance SUV.

All three MG models – taking centre stage on the MG stand in Hall B2 – firmly underline MG’s desire to design and engineer exciting performance EVs with bold styling, leading-edge driver, and infotainment technology.

Jan Oehmicke, Vice President DACH of MG Motor Europe, comments:

“We look forward to welcoming everyone to the MG stand, where they’ll be able to preview three of our most performance-focussed and exhilarating all-electric vehicles. IAA Mobility 2023 is an ideal platform to connect with motorists and offer a glimpse into MG’s exciting future, which features cars like the Cyberster, which will be with us next year.”

**EU debut for the MG Cyberster**The key highlight from MG at one of the world’s most prestigious mobility events is the Cyberster. The new roadster marks MG's much-anticipated return to sports car production as it begins to celebrate its centenary. The Cyberster combines the brand’s evocative heritage with striking, contemporary design language and a sophisticated EV powertrain.

Another headliner from MG is the MG4 Electric XPOWER. Only recently launched, XPOWER is the range-topping, pure-performance model in the highly successful MG4 Electric range, which generates 320 kW (435PS) and impresses with a dual motor powertrain and all-wheel drive.

The lifestyle SUV, the MG Marvel R Electric, is similarly sporty. With three motors and all-wheel drive, it also demonstrates the dynamic side of electromobility.

MG Motor appears at IAA Mobility 2023 in Munich as one of the fastest-growing automobile brands in Europe, achieving over 100,000 sales between January and June 2023.

**ENDS**

**About MG Motor Europe**

Established in 1924, MG Motor Europe boasts a storied legacy that spans almost a century. Our roots are deeply anchored in our maiden venture, the MG 14/28 Super Sports car, a masterpiece crafted by the iconic Cecil Kimber. Steeped in innovation and fuelled by a commitment to the future, our focus has shifted electrifyingly towards envisioning sustainable and accessible mobility for all.

Today, our values are reflected in the MG4 EV, an award-winning hatchback which underlines our commitment to delivering forward-thinking, technologically advanced and exhilarating electric vehicles.

MG Motor’s dedication is simple yet profound: democratising mobility. Our diverse lineup, featuring petrol, electric, and hybrid vehicles, encompasses versatile hatchbacks, functional station wagons, and spacious SUVs, all brimming with cutting-edge technology.

Every MG vehicle is a testament to world-class design and is reinforced by our generous 7-year/150,000 KM manufacturer's warranty.

Discover more about MG Motor Europe, our range, and our expansive sales network by visiting our website at [http://www.mgmotor.eu](https://protect-eu.mimecast.com/s/JiPsCvgn8CWnvGWhQspR6?domain=mgmotor.eu/).

For a detailed look into our vehicles, high-resolution imagery, and comprehensive specifications, please explore [https://news.mgmotor.eu/press](https://protect-eu.mimecast.com/s/lXIhCwjoKILEo7Lfq5tV6?domain=news.mgmotor.eu).