**PRESS INFORMATION** – **Monday 5 February 2024**

**ALL NEW MG3 TO MAKE GLOBAL DEBUT AT GENEVA MOTOR SHOW**

* **World premiere for new MG supermini**
* **MG to unveil its latest advanced Hybrid Plus technology**
* **Further MG Cyberster highlights to be revealed**

MG Motor will launch the new MG3 hybrid supermini at the 2024 Geneva Motor Show on Monday 26 February. This will be the world debut of MG’s important supermini which is set to be offered to European customers for the first time in 2024.

Replacing the petrol model which has been well-established in the brand’s UK home market, the MG3 Hybrid Plus represents a landmark in MG’s powertrain development, offering customers their first opportunity to drive a pure hybrid MG. The technologically advanced hybrid system delivers a class-leading combination of efficiency, performance, and the capability for zero-emissions driving; setting new standards in the all-important supermini sector.

The new MG3 underlines MG’s commitment to offering customers generous levels of driver assistance and entertainment features as standard, such as new twin-display screens and a wide choice of connected services.

David Allison, Head of Product and Planning at MG Motor UK, comments: “The MG3 is poised to deliver an exceptional blend of real-world performance, economy, refinement, and technology for a hybrid B-segment hatchback. We’re confident it will be a very strong challenger in a market where customers demand both excellent value and practicality.”

MG’s incoming Cyberster flagship will also feature prominently at Geneva. The all-electric roadster’s striking colour choices will be announced and MG will confirm the convertible’s electrifying performance, power and range figures.

**- ENDS –**

**Notes to editors.**

* **The MG3 will be revealed at the MG Press Conference: 10:30 CET, Monday 26 February.**
* **MG Stand, Hall 4**

**About MG**

Established in 1924, MG Motor 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/80,000-miles manufacturer's warranty.

Discover more about MG Motor, our range, and our expansive sales network by visiting our website at <https://www.mg.co.uk/>

For a detailed look into our vehicles, high-resolution imagery, and comprehensive specifications, please explore <https://www.mg.co.uk/media-centre>

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