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PRESS INFORMATION – 1 APRIL 2021

THE MG CYBERSTER – STRIKING SPORTS CONCEPT TO DEBUT AT SHANGHAI SHOW



- **MG Cyberster concept to be unveiled at Shanghai Auto Show later this month**
- **Stunning convertible shape recalls classic MG roadsters**
- **Electric powertrain promises 800km range**
- **Intelligent electrical architecture features 5G connectivity**

These are the first images of MG's vision of the future – the Cyberster concept car.

Set to debut at the 2021 Shanghai Auto Show later this month, the Cyberster - developed by the team at the MG Advanced Design Centre in London – is a two-door, two-seater sports car recalling the brand's tradition, drawing a number of styling cues from the classic MGB Roadster.



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It features classic round MG headlights, coupled with a slim grille design, along with interactive 'Magic Eye' headlights that open when switched on.

Other striking details of the MG Cyberster are the 'laser belt' LED strip down the side of the car and the outline of the door, which follows the direction of the LED strip.

Its powerful sports car profile has a distinct two-stage shoulder line, with a flattened 'kamm tail' rear. The tail lamps are of LED construction and are integrated flat into the rear of the car, projecting a digital image that echoes MG's British heritage.

Carl Gotham, Director of SAIC Design Advanced London, said: "The Cyberster is a bold statement that looks strongly into MG's future, touching on our heritage but more importantly building on our cutting edge technology and advanced design.

"Sports cars are the lifeblood of the MG DNA and Cyberster is a hugely exciting concept for us."

The Cyberster's intelligent all-electric architecture will enable an EV range of 800km (500 miles) and deliver a 0-100km/h time (0-62mph) of less than three seconds. It will also feature 5G interconnectivity.

More information on the Cyberster will be revealed when the model is shown at the Shanghai Motor Show (April 21-28, 2021).

MG currently offers three plug-in models in the UK – the established MG ZS EV, the game-changing All New MG5 EV and MG HS Plug-in, all backed up by MG's incredible 7 year warranty and fast-developing dealer network. Its UK Advanced Design HQ employs over 40 designers.

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

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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 120 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 during 2020.

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