



## MG Motor India launches Comet EV - The Smart Electric Vehicle in three variants- Pace, Play, and Plush

Price guarantee for first 5,000 bookings | Operates on an economical charging cost of Rs 519\* per month

- Comes with an incredible 8 years or 1 lakh 20 thousand Kms battery warranty.
- More than 80 customization options of extended vehicle warranty & service packages, starting at Rs. 5000/-
- 3-60 Plan - Assured buyback of 60% of the original ex-showroom value for 3 years\*
- e-Shield 3-3-3-8: Comet EV comes with a special MG e-Shield 3-3-3-8 package (3 years or 1 lakh km warranty + 3 years road-side assistance + 3 free labour services\* + 8 years or 1.2 lakh km warranty on battery pack)
- Each model comes with 250+ personalization options.
- MG Comet EV comes with a high-strength vehicle body
- 17 hot stamping panels for structural safety; 39 stringent tests for vehicle and battery safety
- Active and Passive standard safety features including Dual Front Airbags, ABS +EBD, Front & Rear 3 pt. Seat Belts, Rear Parking Camera & Sensor, TPMS (Indirect) and ISOFIX Child Seat
- i-SMART with 55+ Connected Car Features, 100+ Voice Commands
- Floating Twin Display with 10.25" head unit and a 10.25" digital cluster

**Gurugram, May 05, 2023:** MG Motor India, a British automobile brand with a 99-year-old legacy, today launched three distinct variants of its recently unveiled smart electric vehicle, the MG Comet EV—Pace, Play, and Plush. The MG Comet EV—the Smart electric vehicle marks a new era in urban mobility solutions for India. The Comet, based on the versatile GSEV Pure Electric platform, boasts a sleek and roomy design with natural agility that enables seamless and stress-free urban commuting. Comet EV, the second electric vehicle in MG Motor India's line-up, is a blend of style, technology, and sustainability, offering a versatile drive with unparalleled safety features.

The variants come with distinctive styling and have options for users to make their personal statement with a wide range of add-ons, accessories, funky body wraps, and cool stickers. The Comet EV will be available at a very special inaugural price, starting Rs 7.98 lakh for the Pace variant; Play and Plush variants come at Rs 9.28 lakh and Rs 9.98 lakh (ex-showroom), respectively. The offer will be limited to the first 5000 bookings.

Speaking about the launch, Mr. Gaurav Gupta, **Deputy Managing Director, MG Motor India**, said, "The Comet is more than just a vehicle—it is an agile and safe way for the urban commuter to zip comfortably through traffic. The three variants offer not only complete peace of mind to customers but also provide a spectrum of customizing choices to make the futuristic Comet EV their own statement, an identifiable gadget on wheels."

### Smart Ownership Package:

The Comet EV comes with a special MG e-Shield, a thoughtfully designed ownership package, covering repairs and service costs. The special 3-3-3-8 package provides:

- 3 years or 1 lakh km warranty
- 3 years Roadside Assistance (RSA)
- 3 free labour services- First 3 scheduled services
- The 17.3 kWh Li-ion battery with IP67 rating and Prismatic Cells comes with 8 years or 1 lakh 20 thousand Kms warranty. \*



In addition, MG Comet EV owners can also choose from over 80 carefully designed extended warranty & service packages, starting at just Rs. 5000.

### **Assured Buy Back Program:**

MG offers an optional buy-back program for customers to easily upgrade to their next MG.

When customers buy this special package, at the end of 3 years, they get an assured\* buyback of 60% of the original ex-showroom value\*.

### **Smart Service Assistance:**

Each of the Comet EV variants offers many easy service options. These include DIY via My MG App, Service on call (Remote Assistance), Service @ Home, and even pickup/ drop service for those rare moments when the car may be required to come to the workshop.

### **Smart Colour Options:**

The MG Comet EV will be offered in 5 Colour Options including Dual tone (Apple Green + Starry Black and Candy White+ Starry Black), Apple Green, Candy White, Aurora Silver and Starry Black.

### **Smart Design**

The design of the MG Comet EV manifests the Future-Tech world. Designed on the concept of BICO—'Big Inside, Compact Outside', Comet EV offers comfortably spacious and enhanced legroom as well as headroom.

The MG Comet EV has a comfortable and roomy cabin with a 4-seater configuration with 50:50 settings on the second row of seats. The modern-style cabin space is combined with smart technology configurations with many functions to support this modern urban EV's comfort and interactive aspects.

### **Smart Electric Package**

The Comet EV has a range of around 230\* km certified battery range, on a single charge. It is easy to drive, easy to manoeuvre, easy to park, easy to charge, and easy on the pocket and environment.

*\*The range figure is based on internal tests at ARAI under standard test conditions. Actual performance figures may differ in conditions other than test conditions.*

### **Smart Tech**

In the Intelligent Tech Dashboard section, MG Comet EV presents a touch of sophistication. The i-SMART has 55+ Connected Car Features & 100+ Voice Commands. It has a Floating Twin Display widescreen with a 10.25" head unit and a 10.25" digital cluster. Another unique feature of the MG Comet EV is the appealing and stylish smart key.

### **Smart savings**

For the urban-young commuter, savings really matter. The Comet EV has been evaluated by MG to provide an encouraging and empowering charging cost of Rs 519 per 1,000 km\*\*.

*\*\*Figures may vary as per different power tariffs*

### **Smart Safety**

The Comet EV comes powered with a 17.3 kWh Li-ion battery with Prismatic Cells that have undergone **39 battery plus car safety tests** for longer cycle life. It is IP67-rated, making it highly resistant to water and dust. All these ensure maximum safety for every possible condition. The **High**



**Strength Vehicle Body** with **17 hot stamping panels** makes the overall structure of the MG Comet EV strong and safe. The Smart EV comes loaded with segment-leading active and passive safety features such as Dual Front Airbags, ABS +EBD, Front & Rear 3 pt. Seat Belts, Rear Parking Camera & Sensor, TPMS (Indirect) and ISOFIX Child Seat.

### **Smart Choice**

In addition, MG has launched a special edition of the Comet EV called the Gamer edition and the LIT packs. These packs offer more than 250 combinations of stickers and graphics that are specifically designed to resonate with the personalities of the next generation of urban commuters, including gaming and tech enthusiasts, and fashionistas targeting different genres of Gen Z customers.

MG Comet EV will come with several personalisation options including 250+ sticker options, graphics etc. to add to the fun and tech vibe of the Smart EV for its different genres of Gen Z customers.

### **About MG Motor India**

Founded in the UK in 1924, Morris Garages vehicles were world-famous for their sports cars, roadsters, and cabriolet series. MG vehicles were much sought after by many celebrities, including the British Prime Ministers and even the British Royal Family, for their styling, elegance, and spirited performance. The MG Car Club, set up in 1930 at Abingdon in the UK, has thousands of loyal fans, making it one of the world's largest clubs for a car brand. MG has evolved into a modern, futuristic, and innovative brand over the last 99 years.

MG Motor India's state-of-the-art manufacturing facility in Halol, Gujarat, has an annual production capacity of 1,25,000 vehicles and 3,000 employees. Driven by its vision of CASE (Connected, Autonomous, Shared, and Electric) mobility, the cutting-edge automaker has augmented across-the-board 'experiences' within the automobile segment today. It has introduced several 'firsts' in India, including India's first Internet SUV – MG Hector, India's first Pure Electric Internet SUV – MG ZS EV, India's first Smart EV for Urban Mobility- MG Comet, India's first Autonomous (Level 1) Premium SUV – MG Gloster and MG Astor- India's first SUV with personal AI assistant and Autonomous (Level 2) technology.

Website: [www.mgmotor.co.in](http://www.mgmotor.co.in)

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