MG Motor India partners with Zoomcar for vehicle subscriptions

Partnership to create the necessary future competency and technology for personal mobility in India

Gurgaon, August 18th, 2020: MG Motor India has partnered with Zoomcar, one of India's largest personal mobility platforms, for vehicle subscription. Through this tie-up, MG Motor will leverage Zoomcar's end-to-end technology solution for its vehicle subscription platform.

The move will enable the carmaker in penetrating deeper into the subscription market with the futuristic technology provided by Zoomcar. The mobility platform would now be managing the subscription program on behalf of MG. The duo will extend MG's latest vehicles in line with Zoomcar's flexible 12-, 24-, or 36-month subscription program.

Commenting on the partnership, **Gaurav Gupta, Chief Commercial Officer, MG Motor India**, said, "It is a delight to join hands with Zoomcar for providing customers with an attractive monthly vehicle ownership proposition. It gives them a deep dive into the world of MG. They will now be able to experience the cutting-edge tech features of our vehicles before they finally purchase them. The subscription model will further make MG vehicles more accessible to all auto enthusiasts in India. We are confident that our partnership with Zoomcar will generate considerable thrust in the market."

The Zoomcar and MG Motor partnership will also provide 24x7 support to their subscribers regarding bookings and vehicle listings. The customer experience will focus on enabling state-of-the-art technology for customer support services including on-ground fleet management, logistics support, vehicle scheduling, and onboarding.

MG Motor aims to tap the subscription model to highlight its cutting-edge repertoire amongst its target audience. It also intends to make its business model more dynamic while catering to the needs of the millennial generation, especially in the current scenario.

Greg Moran, CEO & Co-Founder Zoomcar said, "We anticipate a significant increase in car subscriptions over the next several quarters, as consumers look to avoid public transport and ride-hailing services without the commitments of traditional car ownership. Car subscriptions will continue to evolve and grow into more flexible, comprehensive offerings in the future. Along these lines, Zoomcar continues to focus on adding more and more vehicle models to subscription. We are delighted to partner with MG Motor India on the next phase of their growth to offer flexible subscriptions as an alternative to vehicle ownership. It is simply the most affordable and quickest way of acquiring a safe personal mobility option."

MG further offers a hassle-free car ownership experience to its customers via initiatives like MG Shield and MG Shield+.

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 96 years. MG Motor India has its car manufacturing plant at Halol in Gujarat.

About Zoomcar

Zoomcar holds the distinction of being India's first personal mobility platform, with the introduction of car-sharing services in 2013 and today is the market leader in the self-drive space with over 10,000 cars in its fleet. With a strong focus on the mobile experience, Zoomcar allows users to rent cars by the hour, day, week, or month. Headquartered in Bangalore, Zoomcar is over 250 people strong and operates in 45+ cities across India. In 2018, Zoomcar introduced India's first peer2peer based marketplace for cars with the launch of its shared subscription mobility model and currently commands over 90% market share in this space.

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