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MG Motor showcases futuristic car technology in the MG Hector; unveils India's first Internet Car

Partners with global tech leaders to develop iSMART Next Gen for connected mobility

New Delhi, Apr. 2: Marquee British Automaker MG Motor (Morris Garages) showcased never seen before car technology in India with the launch of the iSMART Next Gen, developed in partnership with global technology players. To be available for sales by June this year, MG Hector with iSMART Next Gen will be the first internet car in India that will redefine connected mobility.

Along with its strong consortium of global tech partners that includes Microsoft, Adobe, Unlimit, SAP, Cisco, Gaana, TomTom and Nuance, the car maker unveiled several industry-first features of internet-enabled cars that will be available in the MG Hector.

The brain of the iSMART Next Gen will be housed in a 10.4" Head Unit. The screen is designed with a vertical interface that allows the driver to control the entire car system with just a touch or voice command. The Head Unit is built to withstand extreme climatic conditions of India. It comes pre-loaded with entertainment content.

MG Hector iSMART Next Gen comes with an industry first embedded M2M sim that ensures that the car remains connected. The customized solution has been developed by Unlimit in partnership with Cisco and Airtel who have collaborated with their Jasper platform and telecommunication network respectively. The connected mobility solution on the MG Hector is Internet Protocol Version 6 (IPV6) ready for 5G.

This seamless connectivity enables the users to receive real-time software, entertainment content and application updates. Customers will be able to download the software updates immediately or schedule them for later, as in smartphones. This makes MG the first few among the global leaders and the first in India to bring the revolutionary Over The Air (OTA) technology to cars. The OTA feature would be standard in all MG cars enabled with iSMART Next Gen for connected mobility, starting with MG Hector SUV.

"The integration of internet with cars opens up a gamut of features that can ensure a seamless and updated ownership experience for MG customers in India. With an embedded SIM card and OTA, the MG Hector promises to do a lot more over time with constantly-expanding capabilities, to create a seamless driving experience, throughout the life of the car," said **Rajeev Chaba, President & Managing Director, MG Motor India**. *"Furthermore, with the advent of 5G connectivity in India, MG cars will have the potential to add new, breakthrough features to further enrich the car driving experience,"* Chaba added.

The most stunning feature of the MG Hector is Voice Assist. It is a powerful voice application that works on the cloud and head unit. Developed by Nuance for MG India, it has been



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specifically designed for India for Indian accent learning. As a result of built in Artificial Intelligence (AI) and Machine Learning (ML) algorithms, the system will learn and get better every day with usage. Activated with 'Hello MG', the voice assist allows over 100 commands, including opening and closing of windows and sun roof, ac control, navigation etc. and works even under poor connectivity.

To add to customer experience, iSMART comes with pre-embedded and very relevant web applications. It will house the world leader Tom Tom's real time navigation application. A leading player in automobile navigation around the world, TomTom has over 600 million vehicles under their platform. This navigation system would regularly update maps, routes and locations through their IQ Maps feature. Pre-loaded Gaana app with Premium Account and Accuweather will further help the customers to access music and weather forecasts. All apps have been specially customized for MG Hector's large Head Unit.

The iSMART Next Gen is supported by the iSMART mobile App. MG iSMART App is feature-rich like none other in the Indian market. The car gets scanned each time the App is opened, and information includes location of car, tyre pressure, or if the doors are locked or not. Owner can use the remote app to directly lock or unlock doors, turn on ignition and switch on the air-conditioner. This is very useful in extreme weather conditions of India. It would also allow owners to schedule a service and keep track of service history.

MG with iSMART ensures that its customers remain protected against advanced threats while enjoying the benefits of technology. MG car owners can locate their cars remotely and geo fence it, so the car cannot be taken out of a predefined zone, thus enhancing the safety of the passengers. The App uses driver analytics data to help people drive smarter. The iSMART is hosted on Microsoft Azure Cloud providing impenetrable cyber security for all data.

MG has set up a first of its kind customer management service centre called the Pulse Hub. This will enable eCall emergency response in all MG cars. If a car's airbags are deployed under an emergency condition, automatic messages are sent to the Pulse Hub and the registered phones along with a series of emergency response actions that get activated instantly. MG hector also offers an industry first iCall. With just a touch on the Screen, driver is connected to Pulse Hub for a host of information services.

Keeping in line with brand value of MG - Enabling exciting experiences every time, MG India has integrated technology in the entire customer journey and customer experience. Adobe and Cognizant have partnered MG to develop the first ever Adobe Experience Cloud to make the customer journey a delight for MG customers. Likewise, SAP with iTelligence has built a first of its kind Dealer Management System - 'Magnet', and connected apps. This system would host all information from company, dealers, service centres and customers at one place. This would make sure the customer can seamlessly be recognised and offered services at pre-sales, sales and post sales phases.

For more features of MG's upcoming internet cars, visit: <https://www.mgmotor.co.in/world-of-mg/events/mgdrivein>

About MG Motor India



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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 more than a million loyal fans, making it by far one of the world's largest clubs for a car brand. MG has evolved into a modern, futuristic and innovative brand over the last 95 years. With plans to soon introduce its brand of vehicles in the Indian market, MG Motor India has commenced its manufacturing operations at its car manufacturing plant at Halol in Gujarat. The first of these modern MG cars - "HECTOR" will be made available to the Indian customers in the second quarter of this year.

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