Press Release

**Xinyu Liu appointed as CEO of MG Motor Europe**

* **Former CEO of MG Motor France takes lead of MG Motor Business in Europe**
* **Strengthen the position of MG as a challenger in the European market**

Amsterdam, March 14th, 2022 – **China’s largest car manufacturer SAIC Motor has appointed a new CEO for MG Motor Europe to enhance business growth for the brand in Europe. Xinyu Liu succeeds Matt Lei as responsible for all MG Business activities in Europe. The new CEO will start in his new role as of today.**

Mr. Liu can look back at a 20-year career of dedication to the automotive industry with SAIC Motor in China. He joined MG Motor Europe when the iconic MG brand was relaunched in Europe mainland in 2019. In March 2020, Mr. Liu was appointed CEO of MG Motor France. He was immediately successful with the roll-out of the renewed MG brand in France.

Led by Mr. Liu, France became the best performing market for MG in mainland Europe. MG Motor France developed rapidly in terms of sales, and under his leadership, MG grew into a mature brand with more than 120 MG Brandstores in all regions in France. As Vice President of MG Motor Europe, Mr. Liu was also responsible for the sales and procurement of the MG brand in Europe.

Before starting work in Europe, Xinyu Liu was successful as Executive Director of Skoda division at SAIC-Volkswagen joint venture. In this role, he was responsible for sales, brand & marketing, network development and aftersales, leading a team of 420 people. Before that, he held various management positions in supply chain and purchasing division for SAIC-Volkswagen joint venture.

“I’m delighted and committed to fulfil the role of CEO of MG Motor Europe,” said Liu. “We position MG - under the banner of our parent company SAIC Motor - as an EV-challenger in Europe and as the smarter new choice car brand, offered for a fair price. In 2021 we tripled our sales in Europe. For 2022 the challenge for us is to triple our success again. I'mpassionate to be able to contribute – together with great teams in fifteen European countries and more to come – to MG's success in Europe”.

*Photo caption: Xinyu Liu is the new CEO of MG Motor Europe.*

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**About MG – making electric mobility accessible for Europe**MG has been ahead of its time since the car maker started out as Morris Garages in 1924, almost one hundred years ago. Now, a new generation can opt for a vehicle from this iconic brand. Refined, intelligent, connected and ready for the future. MG’s clear mission is to make electric mobility accessible to all European motorists who are ready to embrace a new electric lifestyle. Offering smart, practical, safe, fair-priced, and technologically advanced vehicles in different segment for different needs. MG cars are developed in the company's design studios in Shanghai, in collaboration with our advanced design studio in London. MG is produced in China and already available in various European countries. Since 2007, MG is one of the brands of SAIC Motor, the top 10 car manufacturer in the world.