**Press Release**

 **The Drive EVolution – MG4 Electric celebrates its European launch with prices starting from € 28,990\***

* **MG4 Electric will be available in Standard, Comfort and Luxury versions, with an entry-level price starting from € 28,990\***
* **New hatchback model with 125 kW or 150 kW power output and up to 450 kilometres WLTP range\*\***
* **Compact dimensions, sporty design with striking lines and highlights thanks to a total of over 200 LEDs**
* **MG Motor plans ten model line-ups in its 2025 product portfolio**

Amsterdam, September 13th, 2022 – **European launch for the new MG4 Electric: the compact, all-electric hatchback marks a new milestone along the growth** **trajectory for MG Motor. The MG4 Electric is the first of a series of MG models based on the intelligent new MSP platform (“Modular Scalable Platform”) from its parent company SAIC Motor – making it MG Motor’s most important car to date. It delivers impressively compact dimensions and exceptional design, excellent driving behaviour, a high level of electrical efficiency, innovative driver assistance systems and great usability.**The MG4 Electric will enter the important C segment in Europe with a choice of three versions. The entry-level model is the MG4 Electric Standard with a battery capacity of 51 kWh, up to 350 km range in the WLTP cycle and a rear electric motor delivering 125 kW (170 ps). Prices for this version start from € 28,990\*. The MG4 Electric Comfort and the MG4 Electric Luxury each boast a 64 kWh battery and a 150 kW (204 ps) electric motor. This enables the Comfort model to offer a range of up to 450 km. The first vehicles will be delivered to customers from the pre-order programme in 2022.

“The MG4 Electric marks another milestone in the long history of MG Motor”, said Xinyu Liu, CEO of SAIC Motor Europe. “It provides a smarter alternative to the consumers who wants more. As the first vehicle based on our technologically sophisticated and extremely flexible MSP platform, it combines impressive electric performance, excellent driving behaviour and innovative assistance systems with ease of use and an outstanding, dynamic design.”

**Impressive, sporty design**

The dynamic design of the MG4 Electric is the result of global development, involving the SAIC Motor Design Center in Shanghai, the Advanced Design Studio in London and the Royal College of Art, also located in the British capital. At 4,287 mm long, 1,836 mm wide and just 1,504 mm tall, the five-door hatchback fits perfectly into the competitive landscape. Its long wheelbase of 2,705 mm provides attractive proportions and plenty of interior space – even for a family of five. The luggage compartment capacity is between 350 and 1,165 litres by volume.

Striking headlamps and tilted upright indicators give the MG4 Electric an unmistakeable front end, emphasised by 28 LEDs and six vertical fibre-optic stripes. Three units for fog lamps and low beam are combined with LED turning lights. The influence of these lines continues to the rear end with its complex LED taillights via diversified design of corresponding light edges. 172 LEDs and a rear light strip stretching across the entire width of the vehicle accentuate further optical highlights. The two-tone roof and its sophisticated aerodynamics transition into a dual-wing roof spoiler, optically extending the line of the car and improving the aerodynamics.

Depending on the model version, the air resistance coefficient is between Cw 0.27 and 0.287, thanks to the active configuration of the application of cooling air in the front skirt (from Comfort). When less cooling air is required, it closes the air inlet, improving aerodynamic performance by up to 30 percent and extending range by up to 10 percent. The Tomahawk design of the 17-inch alloy wheels – available in a two-tone scheme for the Comfort and Luxury models – is also aerodynamically optimised, reducing energy consumption in conjunction with the low-resistance 215/55 R17 tyres from Continental. The MG4 Electric will be available in the following body colours: PebbleBlack, Dover White, Medal Silver, Andes Grey, DiamondRed, Brighton Blue and FizzyOrange.

The generous interior of the MG4 Electric has been deliberately designed in a minimalistic way, emphasising the core principles of simplicity, technology and quality. The cockpit maximises the available space with light, lean instrument panels and control elements, using high-quality materials and careful installation. The floating design of the centre console creates more space and integrates useful functions, such as smartphone storage and wireless charging in the Luxury version. The height and position of the double-spoke steering wheel are adjustable. The steering wheel is available in a leather finish from the Comfort version and is heated in the Luxury version. Is also adopts a minimised MG Motor function key design. The Luxury also offers heated front seats, while the driver’s seat has six electric configuration options.

**Thinnest battery in its class and great electric performance**

The innovative “ONE PACK” battery forms the basis for the dynamic visual appearance of the MG4 Electric. The horizontal arrangement of the battery cells results in a height of just 110 mm, making it the thinnest battery in its class – even lower than a Coke can for example – and enables increased interior headroom with a lower vehicle height. The battery is part of the MSP platform for battery-electric vehicles, developed by parent company SAIC Motor. The intelligent and modulating structure of the architecture offers a host of advantages in terms of flexibility, use of space, safety and driving experience. The structure is scalable and suitable for wheelbases between 2,650 and 3,100 mm. This supports the design of various bodywork components for different segments on the same platform, from hatchback and notchback models to SUVs, Vans and even sports cars.

The MG4 Electric is the brand’s first vehicle in Europe based on the MSP platform and will initially be offered in two battery versions. The MG4 Electric Standard combines a 51 kWh battery with a rear-mounted 125 kW electric motor driving the rear wheels. This entry-level model accelerates from 0 to 100 km/h in 7.7 seconds, reaches a top speed of 160 km/h and offers a range of up to 350 km in the WLTP cycle. The alternating current (AC) charging performance at a public charge point is 6.6 kW, while the battery can be fast-charged with direct current (DC) with a speed up to 117 kW. In the latter case, the battery can be charged from 10 to 80 percent in 40 minutes.

The Comfort and Luxury models feature a 64 kWh battery and a 150 kW motor driving the rear wheels. They complete the standard sprint in 7.9 seconds and reach a top speed of 160 km/h as well. The WLTP range is set at 450 km (435 km for the Luxury). An 11 kW onboard charger (AC) is standard for both models. Meanwhile, the battery can be fast-charged (DC) from 10 to 80 percent in 35 minutes with a speed up to 135 kW – enough power for around 300 km in 32 minutes. Furthermore, all three versions boast maximum torque of 250 Nm.

**Outstanding handling and optimal balance**

With its rear motor and rear-wheel drive, accompanied by balanced 50:50 weight distribution, the MG4 Electric delivers outstanding handling and driving pleasure. Like larger vehicles from European premium manufacturers, MG Motor uses a MacPherson front axle in the MG4 Electric and a complex five-link single-wheel suspension for the rear axle. Paired with a dual pinion electric power steering from Bosch, which swiftly and precisely adjusts the steering force to the speed of the vehicle in real time – from light at low speed to heavier at higher speeds – and three configurable modes (Light, Standard, Sport), the chassis delivers direct and stable driving behaviour. In the city, the MG4 Electric is very agile and easy to manoeuvre, with a turning circle of just 10.6 metres.

The Continental braking system with four disc brakes, which is adjustable in three modes (Comfort, Normal and Sport) also ensures excellent deceleration. The braking distance at 100 km/h is less than 37 metre. The electric motor is also capable of braking the MG4 Electric and recovering energy at various levels.

**MG Pilot with adaptive speed and distance control, traffic jam assistant and lane control assistant as standard**

The MG4 Electric uses a number of advanced driver assistance and safety systems. In addition to Front Collision Warning (FCW) and Automatic Emergency Braking (AEB), all versions also offer Adaptive Cruise Control (ACC), Traffic Jam Assistance (TJA), Lane Departure Warning (LDW) and Lane Keeping Assistance (LKA) as standard, grouped under the name MG Pilot and which enable a degree of autonomous driving. These are joined by the Intelligent Headlamp Control (IHC) and the Speed Assist System (SAS) with traffic sign recognition.

With the MG4 Electric Luxury, MG Pilot also boasts Blind Spot Detection (BSD) and Lane Change Assist (LCA). In addition, it warns for crossing traffic behind the vehicle thanks to Rear Cross Traffic Alert (RCTA) and for oncoming traffic when opening the doors due to Door Opening Warning (DOW). The Unsteady Driving Warning (UDW) is also available. A 360-degree camera shows the driver the environment all around the MG4 Electric on the display.

**High level of everyday usability and modern connectivity**

The MG4 Electric provides a high level of everyday usability, with plenty of room for up to five passengers and numerous storage options. An additional heat pump in the Luxury version makes the air conditioning system even more efficient. The vehicle battery can even act as a mobile power bank ("Vehicle-to-load") by supplying energy to external devices such as e-bikes, smartphones and computers with an adapter cable.

The MG4 Electric has a 7-inch digital instrument cluster for key information, as well as a floating 10.25-inch infotainment screen. This can be used to control the MG iSMART connectivity system, which also connects smartphones using Apple CarPlay and Android Auto, various vehicle functions, the driving profiles, air conditioning and charging management.

Driving levels are selected electrically via a dial on the floating centre console. MG iSMART also provides a navigation system that enables real-time routing with online support for the Luxury version, featuring voice control, and wide-ranging vehicle remote access using the iSMART app.

**MG Motor plans to expand its portfolio to ten model line-ups by 2025**

MG Motor will continue on its growth trajectory following the market launch of the MG4 Electric. “The introduction of the latest MG4 Electric is our most important achievement yet. And there is more to come”, says Xinyu Liu. “MG Motor aims to democratise smart mobility solutions to the many with affordable, yet well-equipped, great quality cars that offer a great driving experience. We have had a continuous commitment to make desirable vehicles accessible. By 2025, the brand’s portfolio will be enriched to ten models to satisfy customer needs across different segments, from A segment to sports cars. MG is ready to offer more fun driving models and latest technologies to its customers.”

## Technical Data

**Design** 5-door, hatchback, monocoque body structure

**Length/Width/Height** 4,287 mm / 2,060 mm (incl. mirrors) / 1,504 mm

**Wheelbase** 2,705 mm

**Track, front/rear** 1,550 mm / 1,551 mm

**Weight** **Standard:**
1,655 kg unladen weight
2,103 kg gross vehicle weight,
448 kg load capacity
 **Comfort/Luxury:**
1,685 kg unladen weight
2,133 kg gross vehicle weight
448 kg load capacity

**Towing capacity** 500 kg

**Luggage capacity** **Standard/Comfort:** 363 - 1,177 litres
**Luxury:** 350 - 1,165 litres

**Loading sill height** 692 mm

**Peak electrical output** **Standard:** 125 kW (@ 6,500 rpm)
**Comfort/Luxury:** 150 kW (@ 7,000 rpm)

**Electrical torque** 250 Nm (1,000 - 3,500 rpm)

**Battery type** **Standard:**
Lithium iron phosphate battery, 104 individual cells,
6 modules
 **Comfort/Luxury:**
Nickel cobalt manganese battery, 104 individual cells, 6 modules

**Battery capacity** **Standard:** 51 kWh
**Comfort/Luxury:** 64 kWh

**Acceleration**  **Standard:**
0 - 50 km/h: 3.1 seconds,
0 - 100 km/h: 7.7 seconds
 **Comfort/Luxury:**
0 - 50 km/h: 3.5 seconds,
0 - 100 km/h: 7.9 seconds

**Top speed** 160 km/h (electronically limited)

**Range WLTP\*\*** **Standard:** 350 km
**Comfort:** 450 km
**Luxury:** 435 km

**Power consumption**

**(combined) Standard:** 170 Wh/km
**Comfort:** 160 Wh/km
**Luxury:** 166 Wh/km

**CO2 emissions (combined)** 0 g/km

**Max. charging power (DC) Standard:** 117 kW **Comfort/Luxury:** 135 kW

**Max. charging capacity (AC) Standard:** 6.6 kW **Comfort/Luxury:** 11 kW

Please take a look here for [more information](https://news.mgmotor.eu/press/) and [high resolution images](https://news.mgmotor.eu/image-bank/).

\* Based on MSRP price in France. The price may differ from countries.

\*\* This vehicle was type-approved exclusively according to the World Harmonised Light Vehicle Test Procedure (WLTP), a new test procedure for the measurement of fuel consumption and CO2 emissions. The stricter test conditions of the WLTP are intended to deliver more realistic fuel consumption and CO2 emission values. The WLTP replaced the previous NEDC test procedure on 1st September 2018. No fuel consumption and CO2 emission values according to NEDC are available for this vehicle. Based on the recommendation from the German Federal Ministry for Economic Affairs and Energy from 1st January 2021, and for your information, we have specified the measured fuel consumption and CO2 emission values for this vehicle on the basis of the new WLTP testing cycle. However, please note that these values cannot guarantee comparability with the values for other vehicles measured using the previous NEDC testing cycle.

**For further information:**

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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, which is one of the ten largest car manufacturers in the world.