



May 23 2012

New council leader urges employees to support MG

MG Motor UK is launching a special scheme for employees of local industry, councils and other organisations.

Membership of the first MG Privileged Members Car Scheme is being offered to the 46,000 people who work for Birmingham City Council. Other schemes will follow shortly.

In one of his first engagements since being appointed, the new Leader of Birmingham City Council, Sir Albert Bore, today pledged his commitment to both MG Motor UK and the council workforce when he launched the first partnership car scheme.

Sir Albert is keen for others in the private and public sector to follow his lead. He said: "The new administration is delighted to support this initiative. Our policy is to buy Birmingham wherever possible. This will create work in the city and get our people back in jobs.

"MG's new scheme will give Birmingham City Council staff an incentive to buy Birmingham when they are thinking of buying a car. This can only be good for the city.

"Council employees have been affected both financially and in terms of morale in recent years with huge changes to their terms and conditions through Equal Pay and the Birmingham Contract. And this deal is part of our Fresh Start to thank and value our dedicated and loyal workforce.



“I want to make it quite clear that supporting MG will be a council priority. We are delighted that there are 400 highly-skilled jobs at Longbridge. Just a few years ago we were faced with the prospect of an empty site and the loss of those skills. MG has shown a commitment to Birmingham. We will show a commitment to MG.”

Sir Albert Bore inspected some of the latest MG6 cars to roll off the assembly line outside the Council House today (10am, Wednesday 23 May). He also paid tribute to the role of the previous Leader of the City Council, Mike Whitby, in supporting MG and for exploring the staff deal.

Guy Jones, Sales and Marketing Director of MG Motor UK, said: “We have had great support from Birmingham City Council ever since MG Motor UK started operating and recognise that the council is one of the largest employers in the region.

“We are happy to extend our partnership even further by offering council employees membership of the Privileged Car Scheme and hope that many will soon be driving our great cars.”

End

Notes to editors

1. Cars have been manufactured at the MG Birmingham site in Birmingham since 1904. It is now home to MG Motor UK, which is owned by the SAIC Motor. SAIC’s European Technical Centre and European Design Centre are also based at MG Birmingham, in Longbridge, where 300 professionals work on the latest models. Final assembly takes place just 100 metres from the on-site MG Sales Centre.

2. SAIC Motor is the largest car company in China, and the eighth largest in the world. Last year SAIC Motor sold more than 4-million vehicles worldwide.



3. The award-winning MG6 GT fastback and the MG6 Magnette sports saloon, the first new MGs in 16 years, were both designed and engineered in Birmingham. What Car? awarded the MG6 its 2012 Security Award for outstanding levels of security.

4. To qualify for the scheme, employees must simply show their council ID pass or payslip during the purchase process.

Anyone interested in the offer can call the MG Sales Centre, based at Lowhill Lane on 0121 251 6533. Further information can also be obtained by visiting Birmingham.mg.co.uk

Images are available on the MG Motor Media site:

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MG Motor UK

MG Motor UK is based in Birmingham, England along with SAIC Motors European Technical Engineering Centre (SMTC) and they jointly employ 400 people in automotive styling, design, engineering, manufacturing and support services.

MG6 GT and MG6 Magnette

The MG6 GT sports fastback and MG6 Magnette sports saloon were both designed and engineered in the UK at MG Birmingham where final assembly also takes place.

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