



August 23 2012

New MG dealership opens for business

MG's newest dealership is opening a fresh chapter in the 100 year history of a family run business.

Charles Warner in Lincoln can trace its automotive roots back almost 100 years and is one of the best-known automotive businesses in the region.

It's the fifth new MG dealership to open this year and has already sold two of the award-winning MG6 GT models to two brothers, John and Ronald Markham, who both traded in MG ZS+ cars.

The Charles Warner showroom on the Outer Circle Road is one of the biggest in Lincolnshire and also houses a Vauxhall and Chevrolet outlet. The firm has built up a strong reputation for customer service and the staff have been fully trained to take on the MG franchise.

Mike Seward, Charles Warner's Managing Director, said: "It's great to see MG back and we have been awarded a franchise at a really exciting time for the brand.

"MG has always created passion. The new MG6 models bring a refreshing new design to the market and it certainly stands out from the crowd. I know a lot of our customers will love it once they get behind the wheel."

The MG6 was awarded the What Car? 2012 Security Award and two racing MG6 GT models are competing in the 2012 Dunlop MSA British Touring Car Championship with double champion Jason Plato and rising race star Andy Neate behind the wheels.



Nigel Burley, Charles Warner's MG Sales Manager, said the sporting pedigree of MG was evident in the new MG6 models. "It's a very responsive car to drive with exceptionally good driving dynamics and it certainly lives up to the MG brand heritage.

"The high levels of standard specification on the cars also set the MG6 apart. I think it's a very competitive package on price and we're all looking forward to making MG a real success in Lincoln."

Earlier this year MG opened new dealerships with Pinkstones in Stoke-on-Trent, Rivervale in Brighton, Beechwood in Derby and Brown & Gammons in Baldock, Herts. The dealer network will expand further this year with other new outlets opening in the coming months.

Ends.

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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