

### **Yippee! Customer glee at delivery of MG3**

- Customer deliveries of MG3 begins in the UK
- First customer, Laura Drysdale, takes delivery at MG Sales Centre, Longbridge
- Historic marque's new supermini attracting huge demand
- Exceptionally low price for class leading levels of equipment as standard
- Over one million personalisation options available; configure yours at [www.mg.co.uk](http://www.mg.co.uk)
- Highly competitive PCP offers available; from £99 a month or zero deposit

The first customers of MG's new supermini are rejoicing at receiving their cars this week, as the Longbridge based manufacture begins customer deliveries of the eagerly awaited MG3.

The MG3 is available in four specifications, with the top of the range, 3STYLE priced at only £9,999, down to the entry level, 3TIME, for just £8,399. The affordability continues with an insurance group rating of just 4E on all MG3s.

Promotional expert, Laura Drysdale, collected her MG3 from MG's flagship sales centre in Longbridge, Birmingham. "I work with a number of automotive manufacturers in the promotions industry and when I started looking for a new car, the MG3 was the only one that really jumped out at me. I love the colour options and the fact I can personalise it to look exactly the way I wanted. There are so many options; the hardest part about ordering the car was deciding which ones to choose!" Laura, aged 23 from Coventry has worked in automotive promotions for four years and is a regular on the BTCC circuit. Her MG3 is a 3STYLE in Orange Marmalade with optional Burst roof graphic, Black mirror caps, 16" Black Diamond alloy wheels and 'TECH' part leather interior.

Entry level 3TIME costs just £8,399 and features a CD player with MP3 compatibility, LED daytime running lights, hill hold control and a sporty VTi 106 PS petrol engine as standard. Next is 3FORM, available for £9,299 with 3TIME specification, plus Bluetooth and Audio streaming, DAB radio and Climate control. For those customers who prefer a sportier look the 3FORM SPORT is available for £9,549 and adds 16" "Carousel" Alloy Wheels and sporty Side skirts to its already impressive kit list. At the top of the range is the 3STYLE which takes things one step further with 16" "Diamond cut" Alloy wheels, reverse parking sensors, cruise control and automatic lights and windscreen wipers for only £9,999.

After choosing a desired specification, customers can 'go personal' with over one million personalisation possibilities, and discover their personal style by exploring the range of exterior and interior options. Paint options, roof and body graphics, coloured wheel and mirror caps can all be seen using the online configurator at [www.mg.co.uk](http://www.mg.co.uk). The personalisation doesn't end there with customised warranty and servicing packages available. All options are attractively priced so customers can be confident that whatever package they choose is always within budget.

MG3 Finance plans are available to suit all budgets as all specifications are available on PCP for just £99 a month or with zero, 10, 20% or more deposits. Customers who do not have a deposit to put down can still benefit from fantastic value for money offers.

ENDS

## Notes to editors

Image attached is Laura Drysdale and MG Head of Sales Sam Burton. Laura's MG3 is a 3STYLE (£9,999) in Orange Marmalade (metallic paint: £395) with Burst roof graphic (£199 inc fitting), Black mirror caps (£39), 16" Diamond Black alloy wheels (£349), and 'TECH' part leather interior (£500). Total cost: £11,481 OTR.

## About MG Motor

For almost 90 years MG has become famous for building distinctive, British small cars at a remarkably affordable price. The MG3 is the new, small modern MG that brings style and fun to a new generation. Today, MG is owned by the SAIC Motor Corporation, rated 103<sup>rd</sup> in the Fortune 500.

Modern MGs are still designed, engineered and finally assembled at our historic home in Longbridge, Birmingham and the MG3 is no exception- giving a fresh twist on the innovation, sporty performance and statement style that first made the MG badge famous.

## Finance available

All model lines are available on PCP for just £99 a month or on zero, 10, 20% or more deposits. A 31% deposit of just £2,605 secures a 3TIME for £99 per month, increasing to a 38% deposit of £4,171, required to take home a 3STYLE for the same low monthly amount.

Customers who do not have a deposit to put down can still benefit from fantastic value for money offers. 3TIME is available for 35 monthly payments of just £181.14 with zero deposit increasing across the range up to 3STYLE, available for £218.80.

More information is available at [www.mg.co.uk](http://www.mg.co.uk)

## Press office contact details

### Laura Biss, PR Manager

Direct dial: +44 (0)121 251 6535

Mobile: +44 (0)7837 242 581

E-mail: [laura.biss@mgmotor.co.uk](mailto:laura.biss@mgmotor.co.uk)

Media site: [www.mg.co.uk/media](http://www.mg.co.uk/media) (no password required)