**PRESS INFORMATION – January 26, 2024**

 **MG JOINS FORCES WITH ARSENAL**

* MG Motor UK agrees multi-year partnership agreement with Arsenal
* UK car manufacturer becomes club’s Official Automotive Partner

MG Motor UK and Arsenal have today announced an exciting multi-year partnership that will see the UK car manufacturer become the club’s Official Automotive Partner.

Celebrating its 100th anniversary this year, MG will support Arsenal’s men’s and women’s teams, and supporters will see their brand showcased at Emirates Stadium and Meadow Park.

MG and Arsenal will also work together to create engaging content designed to engage the club’s global supporter base.

Guy Pigounakis, Commercial Director at MG Motor UK, says: “Joining Arsenal in our centenary year marks a significant chapter in MG's story. We’re not just supporting a world-famous club; but aiming to drive forward the future of football by championing the growth of the women’s professional game and showing our passion for the greatest game on earth.”

Juliet Slot, Arsenal’s Chief Commercial Officer, said “We’re delighted to welcome MG to our family of partners. It’s a brand renowned for its history and heritage, but they also bring a forward-thinking mindset that aligns with our club’s ambitions. In their centenary year, we’re excited that MG can become part of our own long-term growth journey, and we look forward to working with them to promote their range of leading sustainable electric vehicles.”

In 2023, MG sold over 80,000 new cars in its UK home market alone and is now firmly established as one of the country’s favourite electric vehicle brands.

When the 2024/25 season starts, the highly-anticipated Cyberster convertible which will offer some truly electrifying performance will lead the line for the British manufacturer, joining an MG squad already packed with high-class motoring talent.

This includes the MG4 EV, which has won more than 30 awards since its launch in 2022, including the recent What Car? Awards, where it lifted Best Small Electric Car of the year for the second year running.

**Ends**

**About MG**

Established in 1924, MG Motor boasts a storied legacy that spans almost a century. Our roots are deeply anchored in our maiden venture, the MG 14/28 Super Sports car, a masterpiece crafted by the iconic Cecil Kimber. Steeped in innovation and fuelled by a commitment to the future, our focus has shifted electrifyingly towards envisioning sustainable and accessible mobility for all.

Today, our values are reflected in the MG4 EV, an award-winning hatchback that underlines our commitment to delivering forward-thinking, technologically advanced, and exhilarating electric vehicles.

MG Motor’s dedication is simple yet profound: democratising mobility. Our diverse lineup, featuring petrol, electric, and hybrid vehicles, encompasses versatile hatchbacks, functional station wagons, and spacious SUVs, all brimming with cutting-edge technology.

Every MG vehicle is a testament to world-class design and is reinforced by our generous 7-year/80,000-mile manufacturer's warranty.

Discover more about MG Motor, our range, and our expansive sales network by visiting our website at <https://www.mg.co.uk/>

For a detailed look into our vehicles, high-resolution imagery, and comprehensive specifications, please explore <https://www.mg.co.uk/media-centre>

**About Arsenal**

Please see [here](https://www.arsenal.com/) more information about Arsenal.

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