**PRESS INFORMATION** – **Wednesday 21 February 2024**

**London, England**

**MG PROUD TO PRESENT IM AT THE 2024 GENEVA SHOW**

* IM whole product line to be exhibited at Geneva alongside the All-New MG3
* INTELLIGENT MOBILITY brand introduced
* MG IM to deliver technologically advanced and premium EVs
* IM L6 to make global debut

Alongside the world premiere of the all new MG3 Hybrid, there will be another global debut at the 2024 Geneva show from IM.

IM stands for Intelligent Mobility: it is the new intelligent BEV brand from MG’s parent company and will explore new possibilities to deliver an exciting driving experience.

The IM L6 saloon will be unveiled for the first time: it is a premium and pure electric saloon offering leading-edge levels of technology.

When IM launches in Europe in 2025 it will operate in the premium sector with a clear focus on executive saloons and larger SUVs.

IM models will also be defined by a clear commitment to the use of advanced technology in driving assistance and controls, intelligent and connected services for drivers as well as leading-edge EV powertrains.

The new and all-electric IM L6 is poised to combine breathtaking performance, accelerating to 0-100 km/h in under 3 seconds, while also delivering an exceptional range of more than 600 kilometres and 800 kilometres in two different specs. \*

The all new MG3 Hybrid and IM L6 will be revealed at the Geneva Show at 10:30 CET, Monday 26 February. MG Stand Number 4251, Hall 4.

**ENDS**

**\*Projected range of IM L6 saloon is based on WLTP around 800 km+(Solid State Battery) and 600km+(Lithium-ion Battery).**

**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 which 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-miles 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>

**MG Press Office**T: +44 (0)3301 756940
E: pr@mg.co.uk
[www.mg.co.uk](http://www.mg.co.uk/)