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JSW MG Motor India Christens India's First Crossover Utility Vehicle (CUV): WINDSOR

Gurugram, August 01, 2024: JSW MG Motor India has announced that the name of its upcoming model, India's first Crossover Utility Vehicle (CUV) is “Windsor”. The Intelligent CUV is inspired by the iconic architectural masterpiece and emblem of royal heritage - Windsor Castle. Similar to the legendary castle, MG Windsor will exemplify meticulous craftsmanship and a commitment to excellence and royalty. With its imposing design, every aspect of the car is precisely crafted to reflect the same level of premium quality and luxury that Windsor Castle embodies.

Immersed in centuries of royal history, this iconic Windsor Castle showcases the best of both worlds, representing the perfect amalgamation of historical grandeur and contemporary modifications. The MG Windsor too personifies classic elegance with advance technological offerings. Just as Windsor Castle represents a lifestyle of comfort, elegance, and status, MG Windsor is positioned as a premium offering for discerning consumers who seek both value and class. This Intelligent CUV is designed to stand out as a modern marvel in the automotive industry, capturing the essence of comfort, style, and technology.

Commenting on the occasion **Satinder Singh Bajwa, Chief Commercial Officer, JSW MG Motor India**, said, *“We are excited to reveal the name of our upcoming CUV: MG Windsor. The Windsor Castle is renowned worldwide as a symbol of royalty and glory, which reflects in every detail of this CUV that exudes excellent craftsmanship, premiumness and, spaciousness. The advanced tech offerings and the futuristic aerodynamic exterior further add to the appeal of the car. The MG Windsor caters to consumers who seek best of both worlds – comfort of a sedan and the expanse of an SUV.”*

CUVs offer a perfect blend of aerodynamic design and spacious interiors, making them ideal for navigating bustling urban roads and tighter spaces in smaller towns. Due to their versatility and adaptability, CUVs ensure that families can always travel in style and comfort.

About JSW MG Motor India

SAIC Motor, a global Fortune 500 company with a presence in over 100 countries and JSW Group (India's leading conglomerate with interests across B2B and B2C sectors) formed a joint venture - JSW MG Motor India Pvt. Ltd. in 2023. The joint venture aims to build a smart and sustainable automotive ecosystem while continuing to stay focused on developing a diverse portfolio of vehicles to give car buyers better access to advanced technologies and futuristic products with attractive value propositions. JSW MG Motor India Pvt. Ltd. is committed to introducing world-class technology, strengthening the manufacturing landscape,



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best of innovation across its business operations, and generating significant employment opportunities through extensive localisation.

About Morris Garages

Founded in the UK in 1924, Morris Garages vehicles were world-famous for their sports cars, roadsters, and cabriolet series. MG vehicles were much sought after by celebrities, including British Prime Ministers and even the British Royal Family, for their styling, elegance, and spirited performance. The MG Car Club, set up in 1930 at Abingdon in the UK, has thousands of loyal fans, making it one of the world's largest clubs for a car brand. MG has evolved into a modern, futuristic, and innovative brand over the last 100 years. Its state-of-the-art manufacturing facility in Halol, Gujarat, has an annual production capacity of 1,00,000 plus vehicles and 6,000 direct and indirect employees. Driven by its vision of CASE (Connected, Autonomous, Shared, and Electric) mobility, the innovative automaker has augmented across-the-board 'experiences' within the automobile segment today. It has introduced several 'firsts' in India, including India's first Internet SUV – MG Hector, India's first Pure Electric Internet SUV – MG ZS EV, India's first Autonomous (Level 1) Premium SUV – MG Gloster, the Astor-India's first SUV with personal AI assistant and Autonomous (Level 2) technology, and MG Comet – The Street-Smart Car.

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