

SafetyFast!

SINCE 1959
NOW IN INDIA



VOLUME I | JULY 2020



www.mgmotor.co.in

WELCOME TO SAFETYFAST! INDIA. WELCOME TO THE WORLD OF MG.

Hello and welcome to the first issue of SafetyFast! India.

We at MG are excited to extend the world of MG to you via 'SafetyFast!', a magazine that has been around for 60 years, and has been sought by MG family and motor enthusiasts the world over. It has excited and captured every little nudge, poke, push and leap MG has taken towards innovating the world of auto-tech.

The magazine is digital only edition subscription for a convenient customer experience. Available at your fingertips and most importantly, contactless in today's environment. We brought this magazine to India as it is an iconic part of the MG

as a brand. With the magazine, we plan to bring to you 'the world of MG', inform you about what we have been up to around the globe, but especially in India and bring facets of MG's history alive which you may or may not be aware of. Meanwhile, I hope when you are in or around London next time, you will take some time to visit our home in Abingdon, about 90 minutes from London – and make a visit to the Kimber House to chat with our partners at the MG Car Club.



This new chapter also is a leaf of the MG Car Club India just like its UK counterpart. It will be an organisation led by passionate MG owners for MG owners in India.

Because no matter how good the cars may get, how much innovation or new features we may bring in, what makes MG special

is you – the owners, drivers, and fans of MG.

I want to reiterate that we are committed to disruption and differentiation and the last couple of month confirm our beliefs that we are on the right path. Thanks to you all for the support, love for the brand and great reviews of our two products Hector & ZS EV. We are devoted to innovation in autotech and hope you

will be able to see the same in our upcoming launch of Gloster. Least to say, we are quite excited.

On that note I sign off with my warmest regards and hope that you all are keeping safe!

Until next time.

A handwritten signature in black ink, appearing to read 'Rajeev Chaba', with a horizontal line underneath.

Rajeev Chaba

President & Managing Director,
MG Motor India

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FOR ANY QUERIES OR FOR SHARING YOUR STORIES OF MG WRITE TO US AT safetyfastindia@mgmotor.co.in or visit www.mgmotor.co.in

A NOTE FROM ADAM.

Hello and welcome to the first issue of SafetyFast! India.

I thought it would be nice of me to introduce myself to everyone, my fellow MG owners, and friends. My name is Adam Sloman and I am the General Manager of the MG Car Club – an organisation that is made of passionate MG owners, by MG owners and for MG owners, yes, people just like you and me, who've loved the brand for nearly 90 years.

Like MG itself, the MG Car Club was born in Britain, but today we find ourselves in almost every corner of the globe, including, I'm proud to say, India.

I'm writing to you today from the town of Abingdon, 90 minutes from London, from Kimber House, home of the MG Car Club. Kimber House stands next to the site of the old MG factory, where MG's were produced from 1929, meaning that every MG built in the UK back then drove past our front door!

I first had the opportunity to visit your incredible country back in 2018, and I was blown away by the sheer passion Indian people have for MG and for British culture. Of course, in 2018 it was much before MG India launched Hector, so my second trip, this past February was even better, because it gave me the chance to meet more MG fans, and owners of MG Hector as well as MG ZS EV.

MG's showing at the recent Auto Expo in Delhi was nothing short of incredible with

bespoke products, designed for, and built locally. The future for MG in India is very, very bright.

As good as the cars may be though, what makes MG special, is you – the owners, drivers, and fans of MG.

Our club count is approximately a lakh members from around the world and many more which are part of the MG family by ownership, many of them having held memberships for over 50 years – a club like ours does not exist without extraordinary people. MG brings amazing people together and creates wonderful communities and I am glad India is already experiencing that.

I will close my message by extending an invitation to all of you to come and visit Kimber House – you will find a warm welcome waiting for you. And

those of you can't, join us on Facebook ([Facebook.com/MGCar-Club](https://www.facebook.com/MGCar-Club)), and subscribe to our MG Car Club Podcast to hear the latest news from Kimber House as well as the latest MG news (www.mgmotor.co.in) – do get in touch, we'd love to hear from you.

Until next time.

Adam Sloman

General Manager, MG Car Club.



WHAT'S IN A NAME?

SafetyFast!

'SafetyFast!' became the slogan and watchword of the MG Car Company in 1929. In April 1959, 30 years later with the MG Car Company's permission, it became the title of the MG Car Club's official publication, which was then sent to all members.

The slogan 'SafetyFast!' was the brainchild of Ted Colegrove, MG Car Company publicity manager in the 1920s. In 1929, Ted was driving through Oxford late in November. He came up behind a bus, which had painted on the back of a large triangle with the words 'SafetyFirst!' running through it; this was to show that it was fitted with brakes on all four wheels - a new innovation then, and that it could stop quicker.

Ted thought it would be a great slogan if altered to read 'Safety Fast'. Back at the Abingdon works, Cecil Kimber, the father of MG, was sitting at his desk with an advert featuring the current slogan 'Faster than Most', to which someone had added

the word bicycles, it now read 'Faster than most bicycles'. Kimber was livid and seeing that 'SafetyFast!' could not be tampered with, he instructed Ted Colegrove to go ahead and use it. Since then, the MG Car Company used the 'SafetyFast!' slogan in a lot of their advertising from 1929 to 1979, till the closure of the Abingdon Factory.

You'd ask why 'SafetyFast!' for the MG Car Club magazine? Because, in two words, it accurately described the subject to which the magazine was, and still is devoted - speed with safety. It also is still accurate and stands true after nine decades of the Octagon's existence for the brand. For MG, safety has always been paramount.

Today, we bring to you SafetyFast! India which will keep you updated and connected with all things MG, from around the world as well as India.





THE EVOLUTION OF SAFETYFAST! MAGAZINE.

April 1959: The very first SafetyFast! magazine was produced. John Milne in his MGA “storming his way up the Rest-and-be-Thankful Hill Climb” graced the front cover of issue number 1, April 1959. This had the bold blocky ‘SafetyFast’ logo emblazoned across in magenta with the slogan ‘the magazine for those who practise driving as an art’ directly below.

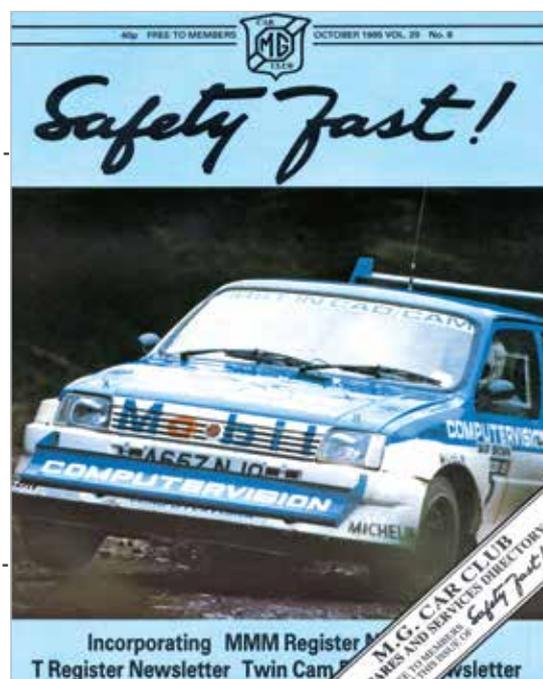
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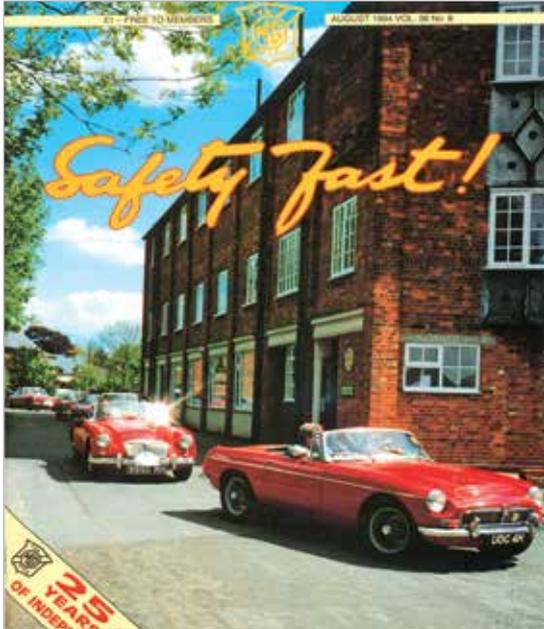
1970: Due to the factory backing being lost, the self-financed SafetyFast! Which started in January 1969 was a much more modest publication, but it reported more grassroots club news. By now the magazine was down to 24 pages and all black and white. The 'Safety Fast' script printed on the front cover was still a blocky font but had become italicised. Also, the distinctive MGCC shield adorned the front cover by now.



1978: By the end of the 70s, SafetyFast! had still not adopted colour, but a bolder presentation was symptomatic of the growth of the Club. The 'Safety Fast' script had changed to the traditional font used in the MG Car Company advertising in the 1930s.

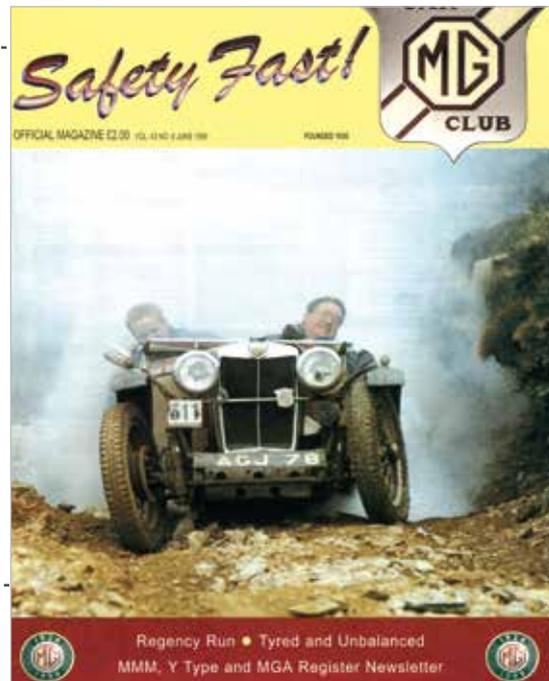
1985: By now SafetyFast! is published in colour again, and the exclamation mark has been added to the 'SafetyFast!' logo on the front cover. **The FWD MGs feature heavily throughout the 80s with Tony Pond's 6R4 taking part in the RAC International Rally, published on the October 1985 issue.**



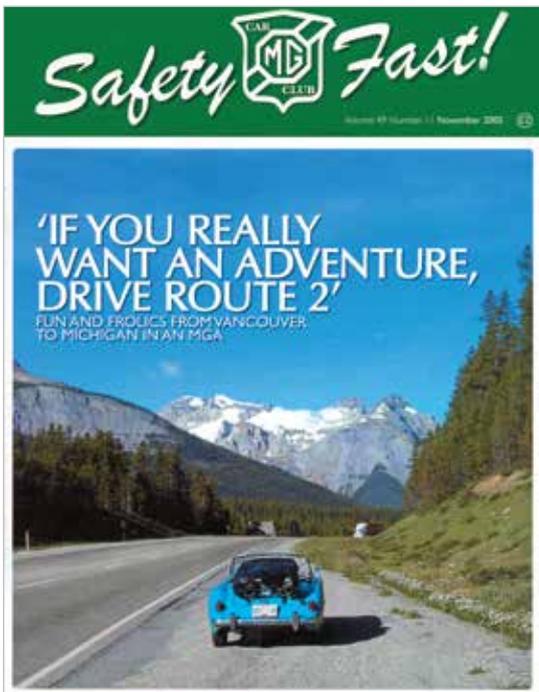


1994: By the mid 90s *SafetyFast!* had again increased in size, up to over 50 pages as the Club strove to develop and grow. The ‘*SafetyFast!*’ script on the front cover was printed in a variety of colours and overlaid on the front cover image, which now filled the whole front cover. A flash was printed across the corner of the front cover declaring ‘25 years of independence’.

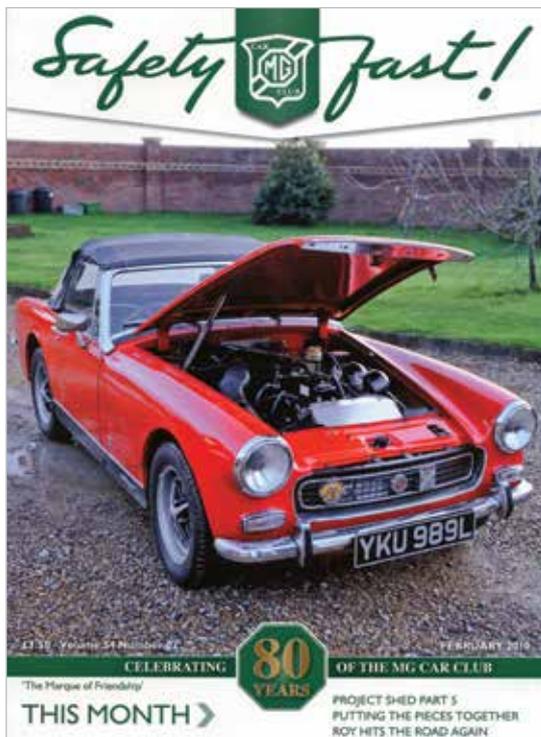
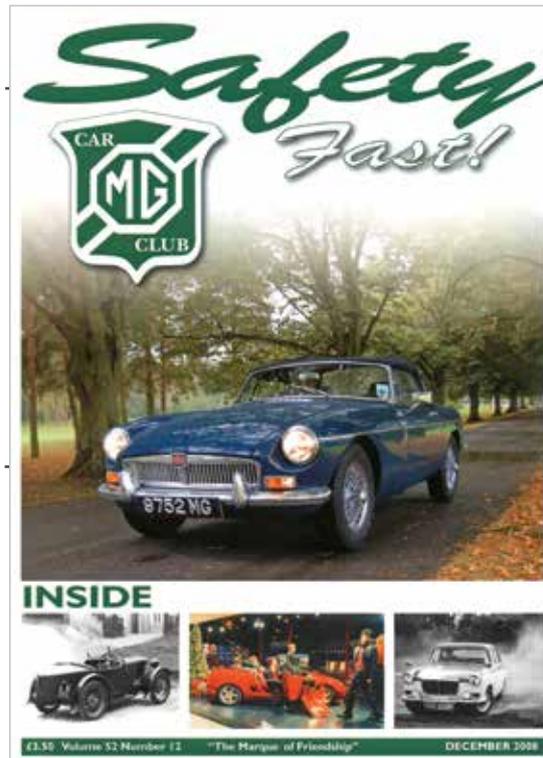
1999: Our ‘40 years of *SafetyFast!*’ anniversary year and a new design for *SafetyFast!* launched at the back end of 1998. **The MG Car Club shield had become very prominent on the cover, resembling a chrome grille badge, which had been available to purchase since the inception of the Club in 1930.** The ‘*SafetyFast!*’ logo had also changed on the cover to a different script with a chrome effect, both overlaid on the cream and brown top banner, the traditional colours of The MG Car Club.



2005: *SafetyFast!* reduced in pages, down to 40, and covered just the Club news with no trade adverts. It was mailed to MG enthusiasts for a brief period. The front cover changed to a very stylish and eye-catching green and white with a banner top and bottom, with the MG Car Club shield located in the middle of the traditional ‘*SafetyFast!*’ script.

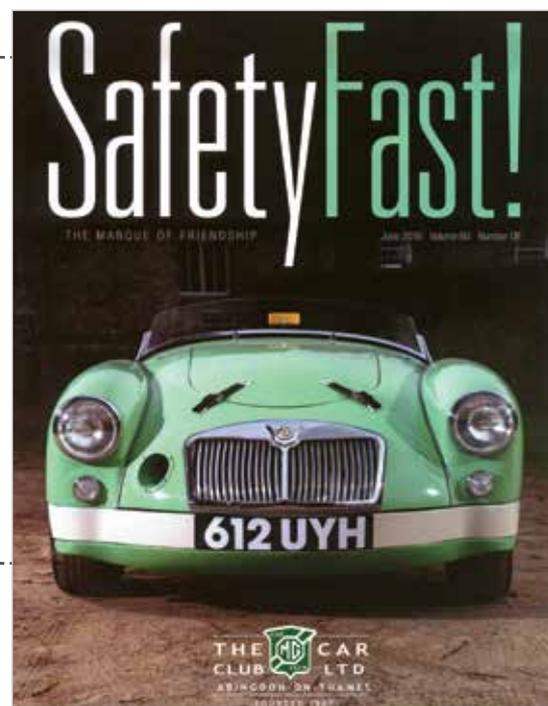


2008: By December 2008 *SafetyFast!* was standing on its own feet again, and had increased to 100 pages. The magazine now encompassed all the trade adverts and general MG articles in a very smart perfect bound glossy design. The cover design now had a very clean white look, with a large ‘*SafetyFast!*’ logo and MGCC shield emblazoned on it.



2010: The concept of evolution over revolution had continued from the launch of the stand-alone *SafetyFast!* in 2007, with minor updates to the design. The fresh white look continued in the glossy 100 page magazine, although the cover had the most radical change, with a ‘*SafetyFast!*’ script resembling that of the 1930s adverts with a subtle MGCC shield.

2016: Revolution over evolution, a totally new look to *SafetyFast!* with an image filling the front cover and a new ‘*SafetyFast!*’ script. The inside has also taken on a whole new persona, with bigger photos and more content. If you haven’t seen a copy, next time you are in UK, don’t forget to head over to Kimber House in Abingdon, the home of MG where printed copies are available as well as a discounted MG Car Club membership, where you can immerse yourself in everything MG.



CECIL KIMBER

SPEEDSTER, INNOVATOR & FATHER OF MG.

To say that Cecil Kimber is famous for his role in the formation and growth of the MG Car Company would be a bit of an understatement. He was the creator and driving force behind what would become one of Britain's most beloved sporting car brands, MG.

Born at Dulwich, South London in 1888, Cecil Kimber moved to Lancashire with the family some eight years later, where his father started a printing ink business.

From a very young age, he became interested in vehicles and motorsport. His attention was originally drawn to motorcycles, but after an accident that badly damaged his right leg, Kimber made the switch from two wheels to four wheels. With part of his compensation from the accident, Kimber bought himself a Singer 10 motor car which sparked off his lifelong enthusiasm for automobiles.

In his mid-20s he became friends with A.W. Reeves, the designer of the Crossley car and a career in the motor industry soon beckoned. He joined the luxury car maker Sheffield Simplex, and moved to Sheffield, where he and his fiancé Irene set up home. Two years later saw the couple on the move yet again, their new destination being the component manufacturer E.G. Wrigley of Birmingham. Since Wrigley's supplied car components such as steering gear and axels to the motor industry including Morris Motors, it was here whilst working for this company that Kimber first came into contact with William Morris, and by 1921, he became a sales manager at Morris Garages.



While working for Morris, Kimber soon began developing a range of special cars based on the standard Morris chassis.

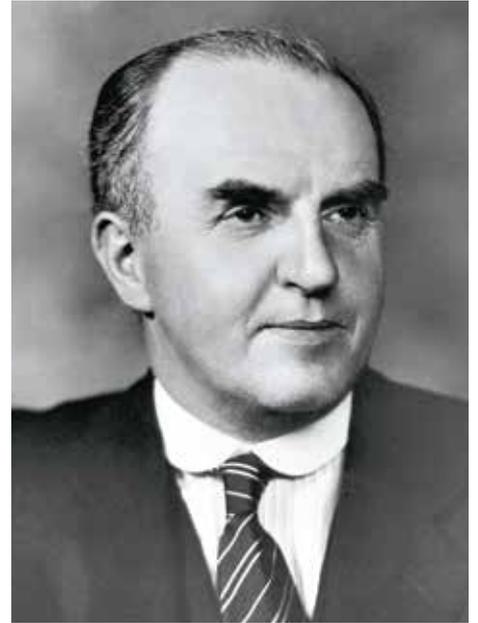
Working together at home, he and Irene would sketch out ideas which would then be translated into the finished coachwork by Carbodies of Coventry. These were relatively simple two-seaters with space at the back for occasional passengers. The hood was so arranged that it would cover all the passengers when erected, not just the two at the front, which may have led to the term 'Chummy' to describe these cars. A few simple chassis modifications were also incorporated into the vehicle whilst the body was painted a pastel colour and finished with leather upholstery. To begin with these specials were assembled at the Longwall premises, but in February 1923 'production' was transferred to an old stabling yard in Alfred Lane that Morris Garages had been using to store second hand cars. In March 1923 Kimber qualified for a gold medal in the Land's End Trial, a premier sporting event, driving his own 'Chummy' that he'd had 'hotted up'. Presumably encouraged by this result, he designed a rather sportier version of the Morris Cowley. These were distinguishable by the raked windscreen with their triangulated glazed supports, and the pair of boat style ventilators located on the scuttle panel just in front of the screen. These cars were the first that could even be considered as MGs and in 1924 the MG marque, for Morris Garages, was born. On September 1, 1924, Morris Motors made a number

of changes to the standard Morris range including larger brakes on the Oxford chassis, which also offered a four-seater version.

Kimber made good use of this extra length and designed a magnificent all aluminium four-seater open tourer. The result was stunning and was so far removed from the standard Morris, which formed its basis that he dropped the Morris name from his advertising and called it simply the MG Super Sports. The following 12 months saw sales of these cars take off. Kimber's MG was well and truly in business. The success of these Morris Garages was truly remarkable since their lowly beginning at Alfred Lane.

From the start, the MG specialty was sports cars and Cecil knew that winning sporting events could lead to increase to sales so in 1925, he and his staff built a special open car that won the gold medal at Land's End Trial. This was the car he considered his first true 'MG' which would later be called "Old Number One."

In July 1927, Kimber registered the Morris Garages as a limited company and a year later the sports car enterprise that came from nowhere became the MG Car Company. Kimber's fledgling offspring was finally ready to leave the nest. In 1928 Kimber and his boys at Edmund Road managed to get their hands on one of the experimental Minors from Morris Motors. They stripped it of its four-seater body replacing it with a



lightweight boat tailed two-seater fabric body on a wooden frame, equipped it with cycle wings, MG badges on the wheel hubs and a scaled down radiator, turning it into a little gem of a sports car which they called the MG Midget.

The Midget captured the imagination of the public to the extent that it spawned a whole series of small sports cars that became synonymous with the initials MG for the next 50 years.

The development of MG Midget and other racing cars under Kimber's guidance throughout the 1920s and 1930s defined the MG marque and set off a legacy of innovation that continues even today. From the start, it was his vision to design cars with flair that were safe and fun, a vision that MGs across the world still uphold. He remains, a revered figure in the annals of MG history, as the father and innovator of MG and was inducted into the British Sports Car Hall of Fame in 2017.



CLASSICS, CULTURE, COMMUNITY - **THE LEGACY OF MG CAR CLUB.**



AND THERE WAS A BEGINNING:

The seeds for the formation of the Club were sown when a letter from Roy Marsh was published in the journal, *The Light Car*, on September 5, 1930, suggesting the formation of a club for MG cars, a popular marque at that time, known for its cars as well as progressive evolution. It had an immediate effect; bristling with enthusiasm, various people wrote to others and one or two more letters appeared. Over 30



Roy Marsh, whose letter to *The Light Car* launched the Club seen here with his TC in Johannesburg in 1963

An inaugural rally took place on October 12 at the Roebuck Hotel near Stevenage, a town in Hertfordshire, England, for the purpose of officially starting

MGs turned up that day, and all but two were M-Type Midgets. The future General Manager of MG in Abingdon, John Thornle, immediately contacted Roy Marsh following the letter, and agreed to take on secretarial duties. Marsh also got in touch with the father of the MG, Cecil Kimber, and received the promise of full support.

THE FORMATION:

After more discussions, the MG Car Club was formally constituted, and Thorne was enthusiastically voted in as secretary. Another meeting was organised at the Roebuck Hotel for everyone to get to know each other, and this time 50 MGs were present. This was too many for a proposed convoy to the King's Arms in Berkhamstead, so the drivers made their own way, often meeting each other going in opposite directions on narrow lanes. By the time they arrived in Berkhamstead, everyone had already got to know each other! Thanks to a local policeman



John Thornley the first Club Secretary

directing every MG he saw into the car park and the presence of others that hadn't been able to make it earlier, well over 100 MG cars were counted to be on site.

MGCC's first annual dinner took place in January 1931 at the Mecca Restaurant in Ludgate Hill and Cecil Kimber spoke to the patrons and promised a donation of 50 guineas towards club funds.

Sir William Morris (Lord Nuffield) agreed to become the Club's patron. Three weeks later, in February, the first Chilterns Trail was held - a series of driving challenges and hill climbs and one can look back to agree that this was potentially the first event which sowed seeds of motorsport as well as car club activities.



The gathering at the Roebuck Hotel, Stevenage for the inaugural meeting of the Club in October 1930

EXPERIENCES AND COMMUNITY COME TOGETHER:

The first Abingdon trail took place a year later, beginning and ending at the MG Works, after which membership grew very rapidly. The 200 mark was reached by July 1932, and would expand rapidly. By the following April, that number had risen to 500!

The Club continued to grow in popularity in line with that of MG cars and also, with the expansion of all kinds of motorsport during the 1930s. It was then where the structure of Regional Centres came into being, extending membership of the Club across the UK. Seeing the potential, the Club became a limited company in 1935. Meanwhile, Club Secretary John Thorne was spending lots of time in

Abingdon on club duties, and persuaded Cecil Kimber to take him on at the Factory. Kimber hired him, and in 1934, made him Service Manager. It was a role that Thorne kept until the outbreak of the Second World War (1939-45).

A lack of available fuel and minimal maintenance during the Second World War period meant cars were not a common sight. MG in Abingdon

became heavily involved in war work while the car tooling went into by water hoses after a fire. The home market was in the doldrums, and the majority of MGs were being exported. Hence, the MGCC during the war time did not see much as the priorities had shifted.

However, the Club was soon resurrected and taken 'in-house' by the MG Car Co. at Abingdon. As cars became available to the home market, enthusiasm was rekindled, and centres flourished. The pre-war membership level was reached and passed, while the Club's motorsport activities also took off once again. Such growth was beyond the part-time capabilities of John Thorne, who by now was both Service and Sales Manager. Russell Lowry became the Club's General Secretary,



Maurice Toulmin, the 200th member of the Club, competing in the Abingdon to Abingdon Trial which had a section within the MG Works

and it soon became a full-time job which also signified that the MG Car Club was going to be a serious business.

August 1951 saw the first Silverstone 'All-Centre' meeting, an event which continues today as MGLive! Membership continued to grow and

the first overseas centres were formed. In 1959, the Club was greatly strengthened by the initiation of a magazine circulated to all members, SafetyFast! compiled by Wilson McComb. It's still a huge part of the Club to this day.

GOLDEN AGE AND MGCC GOES INDEPENDENT:

The 1960s were a golden age for the club, with a huge growth in overseas membership contributing to a total roll of 9000 members. As the decade drew to a close though, the relationship with the then parent company – now British Leyland – suffered due to various reasons. The Club faced an uncertain future but Gordon Cobban and others worked hard to not only plan a safe financial basis for continuing, but also licence the Club name (and that of SafetyFast!) from BL. Support from UK and Overseas centres for the new structure was given freely, so in



Lord Nuffield (right) and Cecil Kimber were active supporters of the Club from the start

October 1969, **the MG Car Club became independent from the manufacturer almost 40 years after it had first been formed.**

It had a somewhat nomadic existence thereafter, leaving Abingdon in 1972 and establishing itself in Boston, Lincolnshire. It moved to Studley in Warwickshire during 1984, and spent four years there before moving again to Radley near Abingdon. Membership levels were strong, and the need for bigger long-term premises was growing. Fund raising began and contributions were received from all over the world as **MG lovers and the believers of Octagon understood that the MG Car Club was a community of like minded, passionate MG owners and it truly can be a club for, of, and by the MG owners. And so, it was.**

BACK TO ABINGDON:

Premises adjacent to the old MG Car Co. admin block on Cemetery Road became available, which was also based right next door to the old factory gates – meaning every Abingdon-built MG would have gone past the building when driven.

After a sustained effort 11-12 Cemetery Road was purchased by the Club, and the new headquarters – subsequently named Kimber House – was opened by Lord Montagu of Beaulieu on July 15, 1990. In 1995 the MGF burst onto the scene and quickly became the fastest selling sports car in the UK market. The new cars of the market including ZR, ZS, ZT range quickly gained a whole new group of members as the new Registers were formed.

With the purchase of the MG marque and designs by SAIC, a whole new future awaited the Club! As sales of cars wearing the MG badge grew all over the world. Recent times have also seen the Club scoop new accolades; in 2017 it won the prestigious honour of



A famous photo taken from Kimber House of M-Type leading MGs past the A block and down Cemetery Road in 1930.

‘National Car Club of the Year’ at the National Car Club Awards.

Today, the MG Car Club has the honour of being one of the world’s oldest car clubs, and its long history means it has the know-how and experience to really benefit its members.

The club unites people from all over the world in their enthusiasm for MG cars of every type and generation - including the very latest models - bringing them together to enjoy MG-themed events, including racing and other competitions. The Club enjoys diversified registers, centres and branches where register are model specific, and have been established to provide a wide range of benefits and specialist knowledge to their members. The MG Car Club organizes events and social gatherings, race championships, as well as other motorsport events.

Now you too can become part of this great community and learn everything about MG. Visit the MGCC-I website: www.mgmotor.co.in



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OF ONE MAN

THE BIRTH OF MG.

The first streak of innovation that spawned the MG of today materialised when in 1923 Cecil Kimber, then a business manager at Morris Garages, decided to replace the conventional bodies of some Morris cars with sporty two-seater roadster ones meant for racing.





The first known MGs were these special bodied Morris Cowleys. For almost two years, he tinkered and made modifications to these before the 'Old Number One' was born.

The custom-bodied 'Old Number One,' based on a bullnose Morris Cowley chassis was built specially to compete in the Land's End Trial, a premier sporting event in 1925. It was the first MG to be built specifically to compete in sporting events along with office drives. The special lightweight body was designed and built by Carbodies of Coventry for Kimber. It was powered by a 1.6-litre and a 4-cylinder petrol engine that produced power that was a hefty figure for a non-race car in the 1920s. The rear section was modified, the chassis frame being cut-off and having new rails fitted which curved up and over the rear axle to secure splayed rear springs. The only lighting on the car was by two small sidelights mounted on each side of the scuttle. Kimber competed very successfully

with the 'Old Number One' in the Land's End Trial that year, even winning a Gold medal in the Light Car Class. 'Old Number One' also became the first ever sports car to wear the MG badge.

While it was certainly not the first MG, The Nuffield Organisation adopted the title 'Old Number One' when they utilised the car in advertising and publicity material for the MG Car Company and the title has remained ever since.

The car made MG a force to be reckoned with among car enthusiasts and helped fuel the tremendous following for the marque and since then has become a part of the British Motor Industry Heritage.

'Old Number One' was the beginning of the MG legend. It proved Kimber's genius for taking unlikely components

from the parts bin and then assembling them into lively, good looking sports cars.

It set into a motion a legacy for what MGs came to be built on: speed and fun.



FROM ONE BRITISH LEGEND TO ANOTHER.

*CELEBRATING THE ILLUSTRIOUS
DRIVE OF SIR STIRLING MOSS.*



A sad feeling runs through the MG offices, as we've lost one of the greatest motor racing legends, Sir Stirling Moss. He passed away on April 12th, 2020, at the age of 90. Over the course of his illustrious career spanning 14 years, he entered in 529 races, of which he won 212 in spectacular fashion. He broke many records and was inducted into the International Motorsport Hall of Fame. He was a true Brit, known for his compassion, chivalry and true sportsmanship.

Our fondest memory of Sir Stirling Moss dates back to 1957, when he smashed the Class F (1100 - 1500cc) world land speed record at Utah's Bonneville Salt Flats in the streamlined MG EX181. He preferred to race in British cars, stating "better to lose honourably in a British car than win in a foreign one." He remained the English driver with the most Formula One victories until 1991.

Sir Stirling Moss started his racing career in 1948, and his first major victory came at the RAC Tourist Trophy on the Dundrod circuit in Northern Ireland in 1950. At the peak of his career, the racing legend would compete in as many as 62 races a year, and he drove for 84 different carmakers. He was one of the most aggressive drivers in racing history and was known for his high-risk antics. Here are some of his memorable races:

1955 Mile Miglia Italy's thousand-mile road race, Moss finished the race in ten hours and seven minutes.

1956 Italian Grand Prix, against considerable odds, Moss managed to beat some of the biggest names in motorsport at the time.

1957 *Bonneville Salt Flats, Utah. Moss broke the world land speed record driving the MG EX 181.*

1958 Argentina Grand Prix, Moss drove the car with a patch on one eye as a result of an injury and raced without even getting a tyre change to win.

1959 Nurburgring 1000 kms, Moss's most famous long-distance race victory. Where he swapped places with his co-driver after the car spun into a ditch and fell behind over a minute. Moss took over the car and to cross the finish line with a 21 second advantage.

1961 Monaco Grand Prix, probably his greatest drive in Formula One race, where he drove an under powered car and managed to stay in prime position for 83 laps to win.



Stirling Moss in EX181 preparing for a run in Utah with George Eyston looking on

HE WAS ONE OF THE GREATEST BRITISH RACING DRIVERS TO HAVE NEVER WON THE WORLD CHAMPIONSHIP. WE BID HIM GOODBYE AS HE GENTLY DRIVES INTO THE LIGHT.

THANK YOU FOR INSPIRING US EVERY TIME YOU TOOK THE WHEEL.

ZS EV

INDIA'S FIRST PURE ELECTRIC INTERNET SUV

#ChangeWhatYouCan





In love with MG since 1979: A story of **DAMANJI'S LAL PARI.**

We met up with Daman Thakore also known as Daman ji on his birthday. There were festivities all around the house and the whole family had come together to celebrate Daman ji's special day. After the cake and selfies had been shared, we managed to get Daman ji in a quiet corner of his home. As we sat down, and started discussing his love for MG, Daman ji took a deep breath and with an effervescent smile said **"each year on my birthday, I become**

a little nostalgic. I remember all the great times I have spent with my Lal Pari." Lal Pari is Daman ji's MG YT.

When we asked him how did he manage to get this classic? He had a great story to narrate. According to Daman Ji, in 1979, his parents took him to a movie. In the movie he saw a beautiful car and was immediately fascinated by it. His mom saw the look on his face and realised what that car meant to him. After the movie, Daman ji's

mother convinced his father to buy a car that looked exactly like the one they had seen in the film. After searching for a while, Daman ji's father zeroed in on a beautiful and shiny red MG YT at a local garage, and brought it home. Daman ji, still a young kid, was over the moon and named the MG 'Lal Pari'. **What made Daman ji's love for Lal Pari even stronger, were the numerous bed time stories his mom read out to him. She brought the car alive with many adventures, where the Lal Pari would have hiccups, it would sway from left to right, it would even climb hills and fly. With**

Daman ji saw it, he became really sad. He realised that his beloved Lal Pari had grown old and was slowly falling apart. He decided to get it back to its former glory. **Upon some research, Daman ji found out that only 900 MG YTs had been made by MG.** This made him more determined to get his Lal Pari fixed. He spent the next few years to fix and slightly upgrade his MG YT. And all of his hard work paid off, as his Lal Pari was restored back to its former glory. Joyfully he tells us that now it has become his daily ride. With a spark in his eyes he tells us that whenever he hits the road in his Lal Pari, the reactions



The model that won the MG class at the – 21 Gun Salute Rally.

each passing day, the bond between Daman ji and Lal Pari grew stronger. As he remembers, Lal Pari has seen it all, from being a picnic wagon, to Daman ji's swanky college ride. He even drove it on his wedding.

As we continue to listen to his stories of Lal Pari, suddenly his mood shifts to being a little sombre. He narrates, that somewhere in 2008 or 2009, he can't remember the date specifically, his kids were playing in the front lawn of his house. While playing, their ball hit the door of Lal Pari and the door handle broke off and fell on the floor. When

people give are simply amazing. People on the road approach him and want to be associated with it, they want to take selfies with it.

The joy Lal Pari brings to the people, is something that he looks forward to. He ends our conversation by saying, "After all these years, it doesn't feel like a car anymore. It's a part of my family. Since 1979."

THE ZS EV MAKES NEW RECORDS.

Motoroctane tested our ZS EV. They were supposed to do a road trip from Mumbai to Delhi in 72 hours. They managed to complete it in 50. It was a first of its kind record. We were recognised as

“the longest distance traveled in an electric vehicle” by both India Book of Records and Asia Book of Records.

MG hopes to continue innovating with products like the ZS EV, keeping in mind that connected mobility must play a role in preserving the environment around us.

This isn't a one time event. MG is ready to leverage the winds of change in this upcoming segment. MG is fully committed towards launching not just electric cars but also developing the infrastructure needed for more Indians to adapt to this change. This is just a start and there's lots more coming soon from the world of MG.



CARING FOR COMMUNITY IN TIMES OF CRISIS.

The COVID-19 pandemic has brought millions of lives to a grinding halt globally. And although social distancing has been proven as an effective way to 'flatten the curve', it has caused financial instability for a large section of the society.

The countrywide lockdown has impacted daily wage and migrant workers. ***We at MG know that we can't change the world but can help create change and support as we unite our efforts to give back to the community.*** So, with an eye on giving a helping hand to the ones in need, MG has taken various initiatives to assist wherever it is possible.



4000 POLICE VEHICLES SANITISED: With the help of our dealer partners, MG sanitized 4000 official police vehicles in our service center across India, free of cost. Under this initiative, fumigation, car wash, cabin refresh and sanitization of touch points were done.



100 HECTORS GIVEN TO SUPPORT FRONTLINE WORKERS: To help make necessary transport and mobility fast and convenient, MG gave 100 Hector's to frontline workers including doctors.

COLLABORATION AT LOCAL FRONTLINE:

- An MG Hector was modified into a modern ambulance with required emergency equipment to increase mobility for both doctors and patients and donated to a local hospital in Halol.
- MG been working on several projects with the Indian Army in EME Vadodara to help prepare the city to combat the coronavirus.
- MG has also announced a grant of ₹10 lakh to support young engineers who can help design a low cost ventilator.



100TH VENTILATOR DELIVERED AND COUNTING:

We tied up with Max Ventilators and helped them scale up the production of high end ICU



ventilators. Within one month of the collaboration, MAX was able to deliver 100 ventilators and efforts are being made to extend production of ventilators further.

MG COMMISSIONS MANUFACTURING OF 7000 MASKS:

To help create employment for 21 underprivileged women, MG ordered



for 7000 homemade masks from them. These masks distributed them in COVID prone zones for awareness and intent of providing the means to stop the infection spread.

PROVIDING ESSENTIALS: While multiple NGOs are working to support people amidst this pandemic, there is still a shortage of resources, which calls for additional helping hands. Recognising this issue, the team at **MG elected to directly distribute essential supplies to a number of residents in different areas.**



- For instance, 300 ration kits consisting of rice, wheat flour, lentils (dal), cooking oil, spices, etc. were distributed near MGI Halol – Panchmahal.
- In Godhra and Panchmahal, **MG distributed over 350 health and hygiene kits to the ones inNeed.**
- In Delhi-NCR, the brand widened its reach and **distributed 12,000 food packets as part of its food distribution drive - #LetsFeedTogether.**
- In addition to this, 500 face shields were delivered to Municipal Corporation of Gurugram to be distributed to the frontline warriors in Gurugram. MG tied up with Save The Children India and

supported them by chipping in with relief material to marginalised children and their communities so even during these unprecedented times we can provide a ray of hope to those suffering during times of crisis.

EDUCATION & AWARENESS IS THE KEY:

- An essential step to winning the battle against COVID-19 is ensuring people are well informed. After all, the more people know about the virus, the better equipped they will be. MG tied up with Akshara Foundation in Karnataka to reach out to locals and educate them about the safety protocols.



- Additionally, **MG also partnered with Pratham Books to create a special edition picture book that makes it easy for children to learn about the corona virus.** Two thousand copies of this book will be printed and distributed across 1000 schools and various educational networks in the country.



FINANCIAL ASSISTANCE: MG donated funds to the commissioner of police, Vadodara City, and the superintendent of police, Vadodara Rural. These funds are being used for purchasing and distributing various medical supplies like surgical masks, gloves, sanitizers, sanitizer sprayers, medical body PPE suits, and ration

kits for both police personnel and members of the local communities. An identical amount was donated to the superintendent of police, Panchmahal, for the same reasons. ***In addition to this, the entire company pledged ₹2 Crores towards Covid-19 medical aid.***

----- MG GLOBAL ASSISTS DURING TIMES OF COVID. -----



MG UK :The birthplace of MG has supplied 100 MG ZS EV to NHS (National Health Services)



Donated 30,000 PPE mask to the NHS. To support the customer's, MG UK offered extension to servicing parameters.



INTRODUCING THE ALL NEW 6-SEATER

HECTOR

PLUS

WITH NEW EXTERIORS AND INTERIORS





MG INDIA KICKSTARTS MG EXPERIENCE DRIVE.

After all, communities that explore together, stick together.

Experiences are an integral part of MG and drives are an integral part of motoring. Hence, we decided to bring the two together and create MG Experience Drives which bring classic and modern MG car owners together. After all, don't they say that the journey is often more beautiful than the destination? So, in the last few months we curated some experiences for our customers, so that they could do anything and everything under the sun, from sharing ideas, to

sharing their love for the brand, a bit or lots of banter and experience amazing drives together with their families and friends.

We saw many MG owners come together and celebrate the spirit of MG in spectacular fashion. We conquered many terrains, we drove for miles and did a host of fun activities that have ultimately kickstarted and unfolded the MGCC India chapter, just how it should be, together, as a community.



KOCHIN, BENGALURU AND HYDERABAD DEC 8,TH 2019. MGCC - I EXPERIENCES THE SPIRIT OF THE SOUTH.

What happens when a few MG Motor heads get together to drive across the beautiful southern roads? They create some truly remarkable moments and memories that last a lifetime. That's what happened, when MGCC - I members in the south decided to hit the roads in their MGs.



The third leg of the MGCC - I Experience Drive kicked off from the land of the nawabs - **Hyderabad to Leoina Resort**, an 85 km drive. 51 MG lovers got together on the road in 15 MG cars. They discovered a lot more about their MG during the drive, as each one of them shared something new along the way. When they finally reached the resort, they were treated to a speedy session of go karting, followed by a fun team building exercise that made the MG bond stronger.

The first leg of this journey was from **Kochi to Alleppey**, a 136 km drive. 136 MG enthusiasts participated in their 34 MG cars. They tested the roads, had fun, shared ideas and some laughs while participating in team building exercises, while also discovering their adventurous side with the Ramada Cruise. A great day to be in the company of MG lovers.

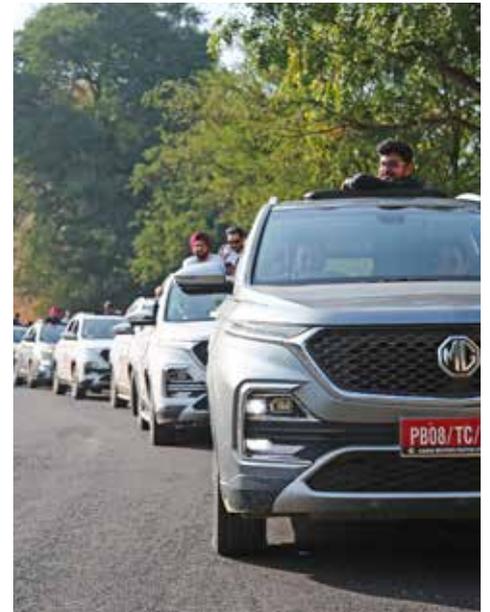


The next leg took us on a journey from **Bengaluru to Nandi Hills**, a 120 km drive. 150 spirited MG fans hit the highway in 34 MG cars. The route was as picturesque as one can imagine, and the travelling party made the most of it with some great pictures and stories which they shared on their social handles. At the destination, the second half of this journey unraveled with an awe-inspiring band performance and some unique team building activities. The spirit of MG sure was high amongst the participants.



CHANDIGARH, LUDHIANA, JALANDHAR, JAIPUR, GURUGRAM AND NOIDA DEC 15TH 2019. MGCC - I REJOICES IN THE VAST TERRAINS OF THE NORTH.

The perfect MGCC - I spirit tour comprises of a group of MG enthusiasts in their MG cars, driving across kilometres of scenic North Indian roads, while witnessing the melting pots of various cultures. This MGCC experience drive truly celebrated the spirit and joy of driving an MG. 55 cars and approximately 214 participants at gathered one place as a larger MGCCI family.



The first leg had MG fans participating from three different cities – **Mohali, Ludhiana and Jalandhar**. Their final destination was the Kikar Lodge. 214 MG enthusiasts took this drive from their respective cities in 55 MG cars. During the drive they got a chance to truly test their MG and connect with fellow MG owners to share ideas and a few laughs. Many stopped along the way to capture these scenes and carry back with them as memories. When they reached their destination at the lodge, they were challenged to set free their adventurous side with zip lining, jungle safari and a competitive session of outdoor sports. Many memories were made and friendships were born during this very enjoyable journey.





The third leg of the northern circuit started from the Millennial City **Gurugram** and took us to **The Tijara Fort**, an 88 km drive. 150 MG fans participated in 35 MG cars. The whole drive was a memorable experience as they throttled through the busy roads in their MGs. Upon reaching their destinations they participated in fun team building exercises, while sharing some light-hearted banter. This was followed by an art and craft workshop, tattoo making session, tea tasting and a picturesque heritage walk. Towards the end none of the participants wanted to bid goodbye.



The second leg of this northern escapade took us from the pink city **Jaipur to Motorsport Park**, a 50 km drive. 95 MG enthusiasts jumped onto their 23 MG cars and took part in this epic drive. The journey saw them enjoy every bit of the road while exchanging ideas on driving and how to make the best of their MG. At the park they were treated to a session of zip lining and were made to participate in fun team building activities. The participants at the end pledged to meet up again for another MG Experience Drive.



The final leg of this journey was from **Noida to The Westin Sohna Road**, a 103 km drive. 115 MG owners undertook this journey in their 23 MG cars. The busy stretch of road gave the participants a chance to truly test the performance of their MG's. Upon reaching the hotel, after a small tea break, they participated in a fun filled team building activity, which was fun and saw some great performances. This was followed by a horse-riding tutorial, which was truly enjoyed by everyone. Later, in order to bring out the competitive spirit amongst the MG fans, a cricket match was organised and we saw some big hits and great wickets. When the journey ended, all of the participants were asking about the next MGCC - I Experience Drive.



THE WESTERN MG DRIVE,
WHICH TOOK PLACE
OCTOBER 12TH 2019,
FROM **MUMBAI**
TO DELLA
ADVENTURE PARK.
18 MG FAMILIES PARTICIPATED.



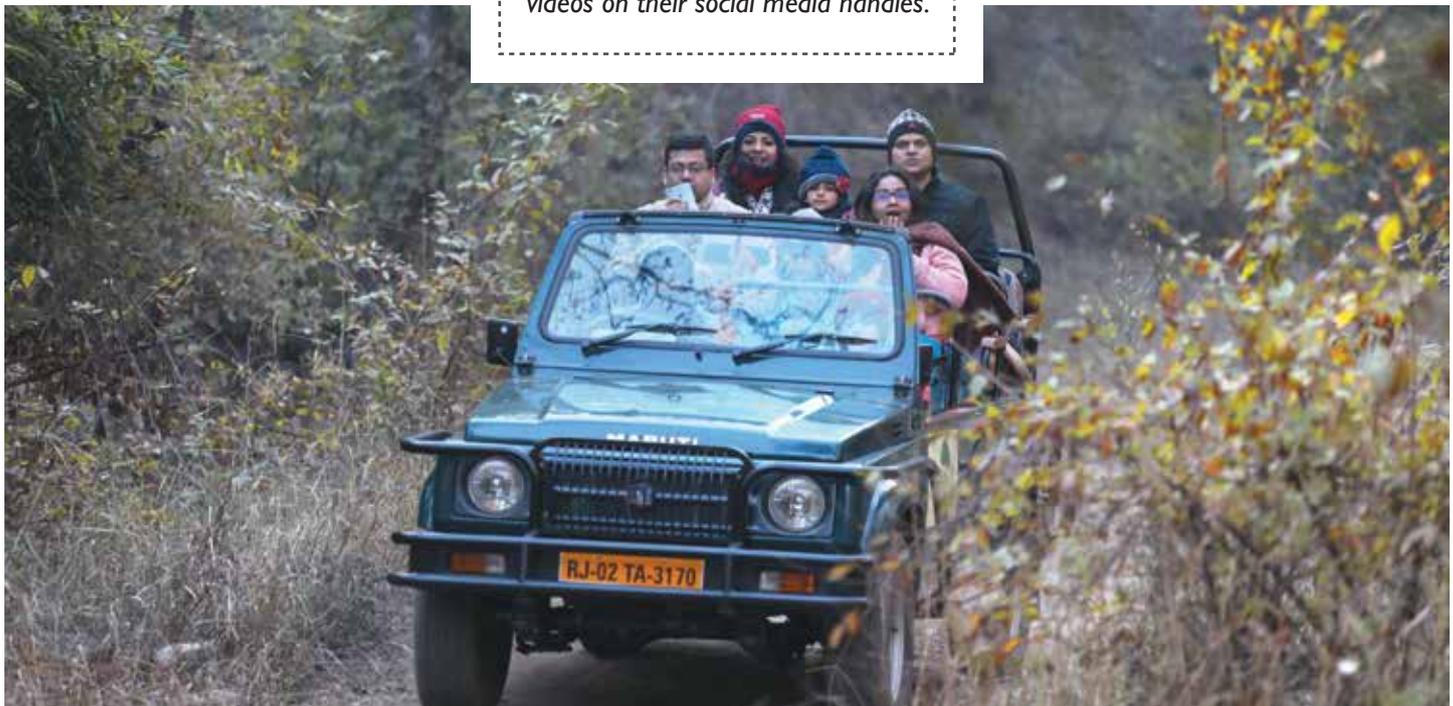
The Mumbai MG fans were in for a treat on 12th October when they drove in their MG cars to India's largest permanent corporate outbound destination – the Della Adventure Park. An 83 km drive that takes you through the very picturesque Mumbai-Bengaluru highway. Lot of selfies were clicked and new friendships were made along the way. Once they reached the park, they were involved in a number of fun activities, which was followed by a sumptuous lunch. At the end of the activity, people were busy sharing numbers and hugs to stay in touch and return for another MGCC - I Experience Drive.



THE NORTHERN MG DRIVE, WHICH TOOK PLACE ON FEB 1ST & 2ND OF 2020, FROM **DELHI NCR TO SARISKA**, SAW 43 PEOPLE PARTICIPATE IN THIS EVENT IN 14 MG CARS IN THIS DRIVE.



During the drive many memorable activities were organised over the two days. On the first day, the fans were treated to a sunset tea tasting session at Mansarovar lake with traditional folk dance. On the second day, the fans enjoyed some really funny stand up comedy with a foot thumping band performance. This was followed by an adventurous wild life safari. All the participants had a great time and they shared their experiences through pictures and videos on their social media handles.



THE SOUTHERN MG DRIVE,
WHICH TOOK PLACE FROM
BENGALURU TO COORG
ON FEB 29TH AND MARCH
1ST 2020.



In this drive 40 people participated in 12 MG cars. There were many fun activities organised for this group on the first day, which had coffee tasting and picnic at Green Dreams, followed by a magic show, live band performance and gala dinner. Next day, the group participated in a drive to the quarry, where a number of adventure sports were organised for them. At the end, the group left with some great memories, new connections and the true spirit of MG Car Club. The MG Experience Drives are slowly, but surely making the MG Car Club community stronger and better. There are many more such journeys to come, with many new and old faces, but with the same passion for MG.





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