

MG continues European growth strategy with official new subsidiary for Belgium and Luxembourg

- **MG Motor Belgium BV to assume responsibility for sales, distribution and aftersales operations in Belgium and Luxembourg from 1 July 2026**
- **New National Sales Company strengthens MG's long-term European growth strategy and local market presence**
- **Demonstrates MG's continued commitment to customers, retail partners and sustainable growth across the region**

MG is further advancing its European growth strategy with the establishment of MG Motor Belgium BV, a dedicated National Sales Company that will assume responsibility for vehicle distribution, sales and aftersales operations in Belgium and Luxembourg from 1 July 2026.

The move follows a period of sustained growth for MG in the region, including record sales performance in Belgium and Luxembourg over the past year, and represents a significant milestone in the brand's long-term commitment to the markets.

The establishment of a local subsidiary will enable MG to communicate even more closely with its retailer partners and customers, enhancing responsiveness, strengthening market insight, and ensuring a more direct alignment with the evolving needs of consumers in Belgium and Luxembourg.

Recognising the expertise and strong customer relationships developed by its existing retail partners, MG intends to continue working with the current retailer network. The transition from the current importer has been carefully planned to ensure continuity and minimise disruption for customers, employees and retail partners.

The creation of MG Motor Belgium BV forms part of the brand's broader strategic investment in Europe. As it continues to expand its presence across Europe, MG is strengthening its capabilities across research and development, product innovation, manufacturing and customer engagement to support its sustainable long-term commitment to customers.

Recent milestones include the opening of a new European Engineering Centre in Frankfurt, Germany, and the introduction of MG's first mass-produced SolidCore Battery and Hybrid+ technologies. These initiatives support MG's "In Europe, For Europe" strategy, which is focused on developing products and technologies specifically tailored to the expectations, lifestyles and driving conditions of European customers.

Earlier this year, MG celebrated the delivery of its one-millionth vehicle to a European customer, marking another significant achievement in the brand's development across the region. Since its return to the UK market in 2011 with the launch of the MG6, the brand has established itself as one of Europe's fastest-growing automotive manufacturers, supported by a network of more than 1,300 retail partners across 34 markets.

This growth has been underpinned by MG's commitment to making advanced mobility more accessible, combining progressive design, intelligent technology, electrified performance and compelling value.

In recent months, MG has significantly expanded its product portfolio with the introduction of several key models, including the all-new MG4 EV Urban and the all-new MGS9 Plug-in Hybrid, the brand's first seven-seater SUV, delivering premium versatility and spacious three-row seating.

Building on a strong product rollout over the past year, MG has also introduced the MGS5 EV, MGS6 EV and MG HS Hybrid+, further strengthening its presence across the electric and hybrid vehicle segments.

William Wang, Managing Director of MG UK and Europe, said:

“Belgium and Luxembourg are key markets in our European growth strategy, offering substantial long-term opportunities and a strong foundation for continued expansion. This transition reflects our confidence in the opportunities ahead and our commitment to driving sustainable growth across the Europe.

Looking ahead, we remain focused on building a stronger, more resilient presence across Europe. By combining intuitive innovation, customer-centricity, and exceptional experience, we are committed to making advanced mobility more accessible while strengthening our position as a leading force in the transformation of the automotive industry. The opportunities before us are significant, and we are investing today to ensure MG is well positioned to capture them for years to come.”

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About MG

Founded in England in 1924, MG is one of the world's most iconic automotive brands, celebrated for its rich British heritage and a longstanding commitment to making driving enjoyable, innovative, and attainable.

Today, MG offers a comprehensive portfolio of Petrol, Hybrid+, Plug-in Hybrid, and Electric Vehicles, combining advanced technology, intelligent design, and exceptional value for customers across Europe and beyond. As part of its commitment to innovation, MG continues to drive the evolution of electrified mobility through breakthrough technologies, including its latest Hybrid+ powertrain and the pioneering MG SolidCore Battery - the world's first mass-produced semi-solid-state battery technology for passenger vehicles.

MG is now present in 34 European markets, supported by a network of more than 1,300 dealer partners and backed by a comprehensive 7-year/150,000 km warranty. In 2025, MG surpassed 300,000 annual sales across the UK and Europe, and in early 2026 celebrated the delivery of its one-millionth vehicle in the European market.

Guided by its “In Europe, for Europe” strategy, MG is strengthening its regional presence through investments in local engineering, manufacturing, and supply-chain capabilities, including the development of a new production facility in Galicia, Spain. Through continuous innovation and an expanding product portfolio, MG remains committed to bringing the benefits of sustainable mobility within reach of an ever-broader community of customers across Europe.