

PRESS RELEASE  
March 17, 2021

## MG Motor Europe appoints Hedin Group as distributor for MG Sweden

**Matt Lei, CEO at MG Motor Europe, announced today that Hedin Group through its subsidiary Hedin MG Sweden AB, has been appointed as the distributor for MG products in Sweden. Chinese car manufacturer SAIC Motor has already relaunched the redesigned iconic British car brand, MG (Morris Garages) in the UK, the Netherlands, Belgium, Luxembourg, Norway, Denmark, Iceland, France, Germany, Austria, Italy, Spain and Portugal. As from April 2021 MG will be for sale in Sweden too.**

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- MG will be for sale as from April/May 2021, first cars to be delivered in May.
- Headquarters in Gothenburg
- Nationwide network of MG Brand stores and after sales locations
- MG electric and plug-in hybrid vehicles are ideal for Swedish market.

MG will only sell Battery Electric Vehicles (BEV) and Plug-in Hybrid Vehicles (PHEV). The aim is to reach the top 10 brands in the Swedish market in terms of volumes within a few years. As it is MG sole ambition to make new energy mobility accessible to all European motorists that are ready to embark on a new electric lifestyle.

The new MG Distributor Hedin Group expects to deliver the first MG's to customers in Sweden starting from May. The head office and logistics center will be located in Gothenburg where the work has already started in building a dedicated sales organization. At the same time, a nationwide network of MG brand stores and aftersales locations is being set up.

The first models to be launched are the MG ZS EV – a full EV in the Compact-SUV segment – and the MG EHS Plug-in Hybrid – an SUV in the C-segment. In addition, two new electric MG-models, MG Marvel R Electric and MG5 Electric, will be launched in Sweden during the latter part of 2021. All models will come with a seven-year warranty.

Matt Lei, CEO at MG Motor Europe, says: “We are thrilled to have signed a partner with the same passion for and dedication to the MG brand, as well as the future growth of electric vehicles in Europe. With Hedin Group AB we can bring the iconic MG brand back to Sweden starting with the MG ZS EV. We firmly believe our new, 100% electric, compact SUV is ideally suited for the Swedish market, meeting the demand for new generation zero emissions driving and a simple, transparent and efficient customer experience. The MG EHS Plug-in Hybrid is a great car for Sweden because the EHS brings the best of two worlds – the efficiency of a battery electric vehicle together with the trusted power and range of a petrol engine. We have high expectations of Hedin Group AB”.

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“We are proud to have been chosen distributor for Sweden by MG Motor Europe. MG’s portfolio is very suitable for the Swedish market. With a fully electrified line-up, good design, advanced technology, and attractive pricing we see a great opportunity to build a success story together with MG in the Swedish market”, says Anders Hedin, owner of Hedin Group AB.

Please take a look here for [more information](#) and [high resolution images](#).

For further information:

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## **About Hedin Group**

The Hedin Group consists of the Hedin Bil Group together with Klintberg & Way, Mabi Mobility, Car to Go Sweden, Hedin Motor Company and Tuve Bygg. Hedin Group is also a shareholder in Lasingoo Sverige AB, Consensus Asset Management AB and iMove. The Group has a turnover of appr. 3.5 billion EUR and 3,600 employees.

## **About MG – we have a long history**

MG has been ahead of its time since the car maker started out in the Morris Garages in 1924. Now, a new generation can opt for a car from this iconic brand. Redesigned, electric and ready for the future. MG makes electric driving accessible for everyone. The already-proven success of the 100% electric ZS EV and the announcement of additional sustainable vehicles over the next few years demonstrates MG’s wholehearted commitment to electric mobility. MG is designed with European drivers in mind; the brand offers sustainable, smart, functional and attractively-priced vehicles. MG is developed in the company’s design studios in Shanghai, in collaboration with our advanced design studio in London. MG is produced in China and already available in various European countries.

## **Image Attachments**

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[MG5 ELECTRIC 02](#)

## **Attachments**

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