

MG3 pricing and specs

MG today made the surprise announcement that prices for the eagerly anticipated MG3 supermini will not start at £9,999, but will finish at this price, with the whole model range available for £9,999. And this is not the only surprise announcement about the affordability of the stylish new small MG.

Possibly even bigger news, especially for young drivers, is that you will be able to enjoy driving an MG3 with its sporty 106PS engine and chassis dynamics for a class leading predicted insurance group rating of just 4E*. This is less than half the rating of equivalent competitor products!

And MG3 prices have not been achieved at the expense of specification, practicality or safety. All models benefit from signature front LED lights, electronic hill hold as standard, with all but the entry model featuring a high quality DAB audio system. The sporty exterior style conceals an interior that offers one of the largest and most spacious cabins in the supermini class. With six airbags, electronic stability control, corner brake control and traction control, there is the full suite of the latest technology safety equipment standard on all MG3s.

However, the key attraction for many people will be how much fun you can have creating your own MG3, with its huge range of colours, exterior graphics, interior colour packs and leather upholstery created by the UK design team and inspired by the British fashion industry.

There are four models of MG3 to choose from and a full range of options and accessories priced as keenly as the car itself, to ensure

that specifying and buying an MG3 is as much fun as owning and driving it.

At the top of the range is the MG3 3STYLE with premium 16” “Diamond” alloy wheel and a sports body styling pack that includes the rear boot spoiler and side sill extensions. Standard high-tech convenience features include cruise control, automatic lights and windscreen wipers and reverse parking sensors, all for only £9,999.

The mid-range MG3 3FORM available for £9,299 includes air conditioning, DAB radio, Bluetooth and audio streaming, leather MG-design steering wheel with red stitching and steering wheel audio controls all as standard, above the entry model specification.

For those customers who want top of the range looks but find the high level of equipment in a 3FORM is enough, then there is the MG3 3FORM SPORT. This includes all the features of the mid-range 3FORM with the sports body styling pack and 16” “Carousel” alloy wheels at £9,549.

The entry model MG3 3TIME costs £8,399 and features a CD player with MP3 compatibility and Aux-in facility in addition to all the standard features on all MG3s.

All models are powered by a sporty 106PS petrol engine with a five speed manual gearbox and have the same great MG chassis designed to make driving the MG3 a bit more fun than your average small car.

Sales & Marketing Director Guy Jones said; “The MG3 gives the market something really new; a stylish, highly practical, small car with many options for personalisation that is fun to drive, fun to buy and fun to own. With all models in the range priced below £10,000 and insurance expected to be just 4E, we can offer this type

of product at a price position that no competitor can match.

“MG became world famous for building distinctive, British, small, fun cars at a remarkably affordable price that owners then personalised to their own individual style. The MG3 is the new small, modern MG that allows a new generation of people to have fun with their MG”

Available in dealerships from September 2013, the MG3 is already generating huge levels of interest.