

India's first internet car - MG HECTOR receives first over-the-air (OTA) software update

New Delhi, Oct. 21: India's first internet car – MG HECTOR has received the first over-the-air (OTA) software update that adds new features such as Apple Car Play and enhances the overall user experience with technological enhancements.

MG is one of the first in the automotive industry globally to provide free over-the-air software updates. With this, customers no longer need to get their cars all the way to the authorised service station for updating their infotainment system.

Starting today, customers of MG HECTOR's Smart & Sharp variants will receive a notification on their touchscreen display to download the latest software update. The free update can be downloaded directly, just like smartphones, making it a 'living car'. An embedded sim card enables internet inside the MG HECTOR's iSMART infotainment system. The carmaker will roll out the update to the cars in batches.

"As the pioneer of internet cars in India, MG Motor India has been at the forefront of technology leadership in the automotive space. With the first over-the-air update in the Indian automotive industry, we are redefining the in-car experience and will continue to delight customers with more updates in the future," said Rajeev Chaba, President & Managing Director, MG Motor India.

Launched on June 27 this year, the MG HECTOR has received more than 36,000 bookings so far.

About MG Motor India

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 many celebrities, including the 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 more than a few hundred thousand loyal fans, making it by far one of the world's oldest clubs for a car brand. MG has evolved into a modern, futuristic and innovative brand over the last 95 years. MG Motor India has commenced its manufacturing operations at its car manufacturing plant at Halol in Gujarat.

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