

MORRIS GARAGES
Since 1924



INTRODUCING

ASTOR

2024

THE MOST ADVANCED SUV IN ITS CLASS

STARTING AT ₹9.98 LAKH*



1924

THE FIRST MG IS BORN



BEGINNING OF COOL AFTER THE WAR



1957

SET RECORD BREAK RECORD REPEAT



PRINCE CHARLES GETS AN MGC



2011

NEW ERA NEW DEMANDS NEW DESIGNS



THE FIRST SUV IS LAUNCHED



MG HECTOR THE INTERNET SUV



MAKING CARS OF THE FUTURE SINCE 1924

2020

MG HECTOR PLUS 6-SEATER INTERNET SUV



2021

MG ASTOR
INDIA'S FIRST
CAR WITH AI INSIDE





2024

MG ASTOR 2024



THE FIRST RECORD IS **BROKEN**



THE YEAR OF THE CLASSIC MAGNETTE



NAME'S BOND, MGA BOND



A NEW BEGINNING

illinii.



FIRST & FURIOUS



2017 THE MAGIC OF E-MOTION





MG GLOSTER AUTONOMOUS LEVEL-1 PREMIUM SUV



2021 MG HECTOR PLUS THE 7 SEATER INTERNET SUV



MG COMET EV

ABOUT ASTOR

You see it with four wheels and call it a car.

But don't fall for stereotypes.

Because this is like no car you have ever met before.

Look within.

Take a peep inside and you will find out who it really is.

A teller of stories and knowledge.

A friend, philosopher, and guide.

It will tell you when to stop.

Where to park.

It can look you in the eye and tell a joke when you need one.

It will be by your side always, keeping you safe.

The bond you will develop with it will be special.

It's more than a car.

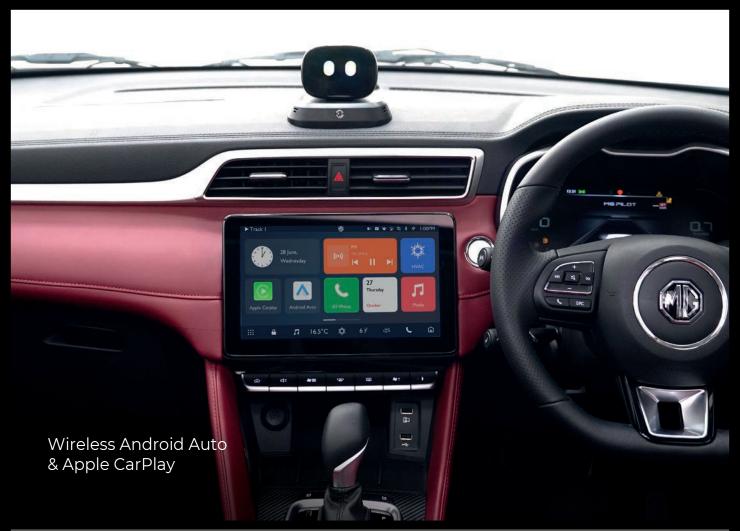
It's the new MG Astor.

THE MOST ADVANCED SUV IN ITS CLASS.

WHAT'S NEW

An elevated driving experience awaits you in the MG Astor 2024. It is equipped with a host of advanced features that accentuate your comfort and augment your conveninence on the road.











i-SMART 2.0 with Advanced UI



AUTONOMOUS LEVEL-2 (ADAS)

Advanced Driver Assistance System is a group of safety and convenience functions intended to improve comfort for drivers and road safety, and preventing or reducing the severity of potential accidents. ADAS can do all this by alerting the driver, implementing possible safeguards in the vehicle and automating driving controls*. Autonomous Level-2 features don't just make driving more comfortable, but also keep your safety at the forefront. With Level-2, the system performs acceleration/ braking functions along with activating steering control to assist the driver.

14 Autonomous Level-2 (ADAS) Features 🚮



Lane Functions

Lane Keep Assist. Lane Departure Prevention. Lane Departure Warning.

The multipurpose camera identifies lane markings and warns you in case the vehicle is deviating from the lane and can even correct your course. It can also actively keep the vehicle in the centre of the lane by controlling the steering.

Rear Drive Assist



Blind Spot Detection. Lane Change Assist. Rear Cross Traffic Alert.

Rear Drive Assist functions monitor the vehicle's surroundings to eliminate any blind spots; which are otherwise not detected in the ORVM, reverse camera, or sensors. Upon detection of a possible hazard, be it a vehicle already in the blind zone, an approaching vehicle at high speed while you are changing lanes, while reversing or a vehicle which is approaching from rear left or right, the system alerts the driver through visual and acoustic signals.

Adaptive Cruise Control



Adaptive Cruise Control is an advanced version of cruise control. It senses and monitors the road ahead and automatically accelerates/decelerates for maintaining a proper distance from the vehicle in front.



Forward Collision Prevention

Front Collision Warning. Automatic Emergency Braking. Automatic Emergency Braking - Pedestrian.

The system alerts the driver about a probable collision with a four-wheeler, two-wheeler, or a pedestrian when the gap becomes too close and applies autonomous deceleration if there is no action from the driver.





Speed Warning. Intelligent. Manual.

Speed Assist System monitors traffic signs on the road from which it is possible to infer the speed limit. The system alerts the driver in case of overspeeding through visual and acoustic means. It can also slow down the car to the speed limit automatically in intelligent mode. You can even set your own speed limit in manual mode.

Intelligent Headlamp Control



Intelligent Headlamp Control activates and deactivates the high beam, depending on the oncoming traffic and environment. Thus, preventing other road users from blinding due to high beam.

PERSONAL AI ASSISTANT

Imagine a world where your car understands you, knows your voice, and reacts to it. Or when you require any information, your car finds that for you. Or when you are in need of it, it cracks jokes for you, making each moment lighter.

Now imagine if that car was already here.

Introducing India's First Car With Personal Al Assistant.









Wingman

The personal AI Assistant loves following your commands. So much so that it understands myriad commands, including 35+ Hinglish ones. So, which one will be your first command?



Caught a fleeting glimpse of something amazing and intrigued to know more? Have a general knowledge question? Feel free to express your

curiosity as it uses Wikipedia.



Hilarious

Who doesn't like a joke or two? This Al assistant loves it. That's why it is always ready with one. Prepare to get your ribs tickled.





Imagine your best friend. It looks at you when you ask anything. Awesome, isn't it?

Well -informed

ahead and ask.



Won't you love to always stay informed? This AI assistant is going to amaze you with all the latest updates. Just go

Festival mascot



Festivals are fun, and this AI Assistant knows it. It wishes you during your favourite festivals in its own signature style.

STYLED TO PERFECTION

Astor impresses at first glance with its striking and elegant contours. Styled with signature MG elements and distinctive athletic details, it is bound to make its presence felt, no matter where you take it.















Rear Bumper with Chrome Accentuated Dual Exhaust Design









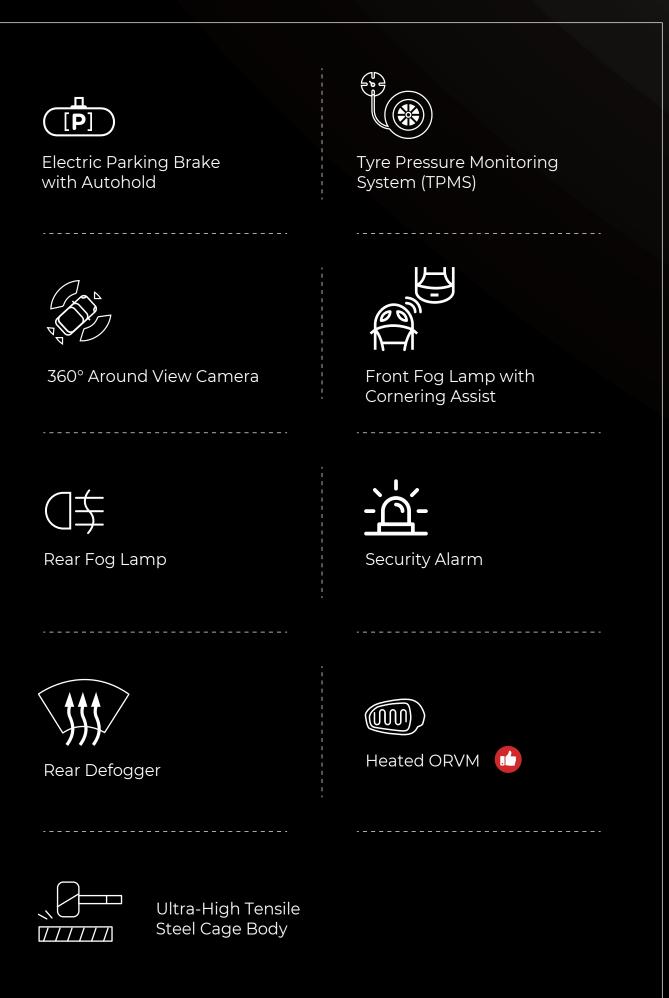


DESIGNED TO KEEP YOU SAFE, ALWAYS.

With 49 safety features and state-of-the-art radar and camera systems, Astor is designed to overcome any hurdles on the road. The first-in-segment autonomous level 2 features add to the layer of protection by alerting you at the right time and keeping you in control all the time.



6 Airbags	ABS + EBD + Brake Assist
Electronic Stability Program (ESP)	Traction Control System (TCS)
Hill Hold Control (HHC)	Hill Descent Control (HDC)
Emergency Stop Signal (ESS)	All 4 Disc Brakes
ISOFIX Child Anchor	



CRAFTED FOR COMFORT

Astor combines comfort and convenience on the inside in a unique way. With the best features in the segment, it offers ideal conditions for a relaxed and enjoyable travel, always.





Electronic Power Steering with Mode Adjust (Normal, Urban, Dynamic)

Panoramic Skyroof



Rain Sensing Wipers



Push Button Engine Start/Stop with Smart Entry



6 Way Power Adjustment Seat



Rear 60:40 Split Seat



Auto Headlamps



PM 2.5 Filter



Wireless Android Auto & Apple CarPlay



Auto AC and Rear AC Vent



Wireless Charger www



Auto dimming IRVM



DIGITAL BLUETOOTH® KEY SHARING ••

In case of emergency or loss of car key, use the digital key to unlock, lock, start, and drive your Astor, without being network-dependent.



INTRODUCING ANTI-THEFT IMMOBILIZATION

AstorMY24+ 025 V Connected 🕏 Anti Theft Immobilization No more worrying about the safety & security of your Astor, which is now

equipped with anti-theft immobilisation technology in i-SMART 2.0. Once

even in your absence. This is a network-independent feature.

enabled, the car won't start even with a physical key, ensuring maximum safety

Features and specifications may vary model wise.



Anti-theft with
Digital Bluetooth Key



In-built Jio Saavn App with Premium Account for Music and Podcasts



In-Car Remote Control Via **i-SMART** App for Music and AC Controls



Live Location Sharing with Friends and Family



Anti-Theft Immobilisation



i-SMART App for Apple & Android Watches



Vehicle Status Check (Tyre Pressure, Security Alarm etc)



you with a hit soundtrack. Go on, try your favourite command.



i-SMART 2.0 with Advanced UI





25.7 cm **HD Touchscreen**



USB + FM + Bluetooth Music & Calling



Speakers + **Tweeters**



Steering Mounted **Audio Controls**







ENGINE	VTi-TECH	220TURBO			
Engine Displacement (cc)	1498	1349			
Transmission	5MT, CVT	6AT			
Max Power (PS @ rpm)	110 @ 6000	140 @ 5600			
Max Torque (Nm @ rpm)	144 @ 4400	220 @ 3600			
Fuel Tank Capacity (L)	48	45			
DIMENSIONS					
Length (mm)	432	23			
Width (mm)	1809				
Height (mm)	1650				
Wheelbase (mm)	258	35			
SUSPENSION					
Front	MacPhers				
Rear	Torsion	Beam			
BRAKES					
Front O Door	Disa Pi	rakos			
Front & Rear	Disc B	rakes			
TYRES & WHEELS					
Main Wheel	215/55 RI'	7 Alloys			
Spare Wheel	215/60 R16 S				

EXPRESSIONS OF INDIVIDUALITY

A car that complements you so well in every aspect, should also express your style. Choose from a variety of shades and find your own expression with Astor.









HAVANA GREY

AURORA SILVER





GLAZE RED

CANDY WHITE





STARRY BLACK

FEATUR	RES	SPRINT	SHINE	SELECT	SHARP PRO	SAVVY PRO
\/T: TECH	Manual Transmission		✓	✓	√	-
VTi-TECH	CVT	-	-	✓	✓	✓
220TURBO	6AT		-	-	-	· ✓

EXTERIORS —

Full LED Hawkeye Headlamps with Chrome Highlights	✓ (VTi-TECH)	✓ (VTi-TECH)	✓ (VTi-TECH)	✓ (VTi-TECH)	✓ (VTi-TECH
Full LED Hawkeye Headlamps with Black Highlights	-	-	-	-	✓ (220TURB
LED Daytime Running Lights	✓	√	√	√	✓ ·
LED Tail Lamps	-	✓	√	√	√
Bold Celestial Grille	✓	✓	✓	✓	_
Chrome Finish On Window Beltline	✓	√	√	✓	· ·
Outside Door Handle with Chrome Highlights	✓	✓	✓	√	√
Rear Spoiler	✓	✓	✓	✓	√
Rear Bumper with Chrome Accentuated Dual Exhaust Design	✓	√	✓	✓	· ·
Satin Silver Finish Roof Rails	-	✓	√	· ✓	✓
Wheel & Side Cladding-Black	✓	✓	√	✓	✓
Front & Rear Bumper Skid Plate - Silver Finish	✓ (VTi-TECH)	✓ (VTi-TECH)	✓ (VTi-TECH)	✓ (VTi-TECH)	✓ (VTi-TEC
Front & Rear Bumper Skid Plate - Glossy Black Finish	-	-	- -		✓ (220TURB
Door Garnish - Silver Finish	✓ (VTi-TECH)	✓ (VTi-TECH)	✓ (VTi-TECH)	✓ (VTi-TECH)	✓ (VTi-TEC
Door Garnish - Glossy Black Finish	-	-	-	-	✓ (220TURB
Red Brake Callipers - Front	-	- I	- -	- -	✓ (220TURB
R16 Steel Wheel with Wheel Cover	✓	-	-	_	_
R17 Silver Alloy Wheel	-	✓	✓	-	-
R I 7 Dual Tone Machined Alloys	-	- I	' - !	✓ (VTi-TECH)	✓ (VTi-TEC
R I 7 Turbine Inspired Machined Alloys	-	-	-	-	/ (220TURE
Body Coloured ORVM	✓ (VTi-TECH)	✓ (VTi-TECH)	✓ (VTi-TECH)	✓ (VTi-TECH)	✓ (VTi-TEC
Sporty Black ORVM	-	- 	- -	- I	✓ (220TURE
Turn Indicator on ORVMs	✓	√	√	√	 ✓
High-Gloss Finish Fog Light Surround	✓	✓	✓	✓	_
Shark Fin Antenna	✓	√	√		

INTERIORS —

FEATURES	SPRINT	SHINE	SELECT	SHARP PRO	SAVVY PRO
Interior Theme- Dual Tone Iconic Ivory	√ (VTi-TECH)	√ (VTi-TECH)	√ (VTi-TECH)	√ (VTi-TECH)	Optional*
Interior Theme- Tuxedo Black	-	-	_	-	-
Interior Theme- Dual Tone Sangria Red	-	-	-	-	√
Seat Upholstery with Stitching Detail <page-header></page-header>	Premium Fabric	Premium Fabric	Premium Fabric	Perforated Leather*	Perforated Leathe
Premium Leather# Layering on Dashboard, Door Trim, Door Armrest and Centre Console with Stitching Details	✓	✓	✓	✓	✓
Premium Soft Touch Dashboard	✓	✓	✓	✓	√
Leather Wrapped Steering Wheel	✓	✓	✓	✓	✓
Satin Chrome Highlights to Door Handles, Air Vents and Steering Wheel	✓	✓	✓	✓	✓
Brit Dynamic Emblem on Dashboard	-	-	-	-	✓ (220TURBO
8.9cm Coloured Multi Info Display	✓	✓	-	-	-
Full Digital Cluster with 17.78 cm Embedded LCD Screen	-	-	✓	✓	✓
Interior Reading Lamp	✓	LED (Front)	LED (Front & Rear)	LED (Front & Rear)	LED (Front & Rea
Front Ventilated Seats NEW	-	-	-	· ✓	· ✓

INFOTAINMENT —

FEATURES	SPRINT	SHINE	SELECT	SHARP PRO	SAVVY PI
i-SMART 2.0 with Advanced UI (NEW	- -	_	✓	✓	✓
25.7cm (10.1) HD Touchscreen Infotainment	✓	√	√	✓	√
Wireless Android Auto & Apple Carplay	- -	_	✓	✓	✓
Speakers + Tweeters	4	4	6	6	6
Steering Mounted Audio Controls	✓	✓	✓	✓	✓
USB + FM + Bluetooth Music & Calling	· ✓	√	√	√	√



80+ Connected Car Features

FEATURES	SPRINT	SHINE	SELECT	SHARP PRO	SAVV PRO
Personal AI Assistant Head Turner: Smart Movement in Direction of Voice Interactive Emojis Including Greetings, Festival Wishes and Jokes	l	l			l
JIO Voice Recognition with advanced Voice commands for Weather, Cricket, Calculator, Clock, Date/Day, Horoscope, Dictionary, News & Knowledge				· ·	· ·
Jio Voice Recognition in Hindi	_	_	-	,	
Enhanced Chit-Chat Interaction					
35+ Hinglish Voice Commands		I	I	l	l
Voice Commands Support to Control Skyroof, AC, Music, FM, Calling & More!					
Advanced UI with Widget customization of homescreen with multiple Homepages	-	-	✓	✓	√
Digital Key With Key Sharing Function	-	-	✓	✓	✓
Anti-Theft Immobilisation	-	-	✓	✓	✓
Anti-Theft with Digital Key-To experience Anti-theft feature even without Network	-	-	✓	✓	√
Wi-Fi Connectivity (Through Home Wi-Fi/Mobile Hotspot)	_	_	✓	✓	√
Inbuilt Jio Saavn App 🗂	-	-	✓	✓	✓
Customisable Lockscreen Wallpaper	-	- I	✓	✓	✓
Birthday Wish on Headunit (with customisable date option)	-	-	√	√	/
In-Car Remote Control via i-SMART App for Music and AC Controls	-	-	✓	✓	✓
Live Location Sharing & Tracking	-	_	✓	✓	✓
Remote AC On/Off & Temperature Setting	-	-	✓	✓	✓
Remote Car Lock/Unlock	-	-	✓	✓	✓
Find My Car & Route to it	-	-	✓	✓	√
Geofence	-	-	✓	✓	✓
-SMART App for Apple & Android smartwatch	-	-	✓	✓	✓
Smart Drive Information	-	-	✓	√	√
Engine Start Alarm	_	_	√	✓	✓
Vehicle speeding Alert With Customisable Speed Limit	-	-	✓	✓	✓
Vehicle Status Check on App	-	-	✓	✓	✓
Critical Tyre Pressure Voice Alert	-	-	✓	✓	✓
Headunit Theme Store with Downloadable Themes	-	-	/	✓	✓
Preloaded Greeting Message On Entry (with customised message option)	-	-	· ✓	✓	✓
E-Call	-	-	✓	✓	✓
I- Call - General & Road side Assistance	-	_	✓	✓	✓
Over the Air (OTA) Updates	_	I	√	· ✓	· ✓

->>>

COMFORT & CONVENIENCE —

FEATURES	SPRINT	SHINE	SELECT	SHARP PRO	SAVVY PI
Panoramic Skyroof	-	-	✓	√	✓
Push Button Engine Start/Stop with Smart Entry	-	✓	√	✓	√
Cruise Control	-	√	✓	√	√
6 Way Power Adjustment Driver Seat	-	-	-	✓	✓
Manual 6 Way Adjustment Driver Seat	✓	· ✓	· ✓	-	- -
Rear 60:40 Split Seat	✓	✓	✓	√	√
Front & Rear Seats Height Adjustable Headrests	✓	√	✓	✓	·
Rear Seat Middle Headrest	-	-	√	√	· ✓
Leather [#] Driver Armrest With Storage	✓	✓	✓	✓	✓
Rear Seat Armrest with Cupholder	✓	√	· ·	✓	· ·
Remote Keyless Entry with Foldable Key	✓	Smart Entry	Smart Entry	Smart Entry	Smart Ent
Auto Headlamps	-	-	✓	✓	✓
Follow Me Home Headlamps	✓	√	√	√	· ·
Auto AC	✓	✓	✓	√	√
PM 2.5 Filter	✓	✓	✓	✓	✓
Rear AC Vent	✓	√	✓	✓	√
Rain Sensing Wipers	-	-	-	√	√
USB Ports	3	5	5	5	5
Front I2V Power Outlet	✓	√ ·	✓ ·	√	· ✓
Electronic Power Steering with Mode Adjust (Normal, Urban, Dynamic)	✓	✓	✓	√	✓
Tilt Steering	✓	✓	✓	✓	✓
All Power Windows	✓	· ✓	√ 	· ✓	· ✓
Driver Window One Touch Auto Down	✓	✓	✓	✓	✓
Driver Window One Touch Up/Down with Anti Pinch	-	-	✓	✓	✓
Power Adjust ORVM	✓	✓	✓	✓	✓
Power Foldable ORVM	-	-	✓	✓	✓
Rear Wiper & Washer	✓	√	✓	✓	·
Driver and Co-Driver Vanity Mirror	-	-	✓	✓	· ✓
Luggage Lamp	✓	✓	✓	✓	✓
Rear Parcel Shelf	-	-	√	✓	· ·
Seat Back Pockets	✓	✓	√	✓	·
Dual Horn	✓	✓	✓	✓	~
All Doors Maps Pocket & Bottle Holders	✓	· ·	· •	· ✓	· ·
Wireless Charger## NEW	-	-	✓ (CVT)	√ (CVT)	 _
Auto dimming IRVM NEW					, ,

FEATURES	SPRINT	SHINE	SELECT	SHARP PRO	SAVVY PR
Airbags	2 (Front Dual)	2 (Front Dual)	2 (Front Dual)	6 (Front Dual, Side, Curtain)	6 (Front Dua Side, Curtain
ABS + EBD	✓	√	√	√	✓
Active Cornering Brake Control (CBC)	✓	✓	✓	√	✓
Electronic Stability Program (ESP)^	✓	✓	✓	✓	✓
Traction Control System (TCS) [^]	✓	√	√	√	✓ ·
Hill Hold Control (HHC)^	✓	✓	✓	✓	✓
Hill Descent Control (HDC) [^]	✓	√	✓	√	✓
Emergency Stop Signal (ESS)	✓	√	√	√	√
All 4 Disc Brakes	✓	✓	✓	✓	✓
Electric Parking Brake with Autohold	-	-	(CVT)	(CVT)	(CVT/6AT)
Tyre Pressure Monitoring System (TPMS)	-	-	✓	✓	✓
Rear Parking Sensors	✓	✓	√	√	✓
Reverse Parking Camera	-	✓	✓	✓	√
360 Around View Camera	-	_	_	✓	✓
Front Fog Lamp with Cornering Assist	-	√	✓	√	✓
Rear Fog Lamp	✓	✓	✓	√	√
Security Alarm	✓	✓	✓	√	✓
Speed Warning Alert	✓	✓	✓	✓	✓
Door Ajar Warning	✓	✓	✓	✓	✓
Central Locking	✓	√	√	√	✓
Speed Sensing Auto Door lock	✓	✓	√	√	√
Child Lock	✓	✓	✓	✓	✓
Impact Sensing Door Unlock	✓	√	√	√ ·	√ ·
Engine Immobilizer	✓	✓	✓	✓	✓
Emergency Fuel Cutoff	✓	✓	√	√	√
Rear Defogger	✓	√	✓	✓	√
Heated ORVM 🚹	-	-	✓	✓	✓
ISO FIX Child Anchor	✓	✓	· ✓	· ✓	· •
3 Point Seatbelts for All Passengers	✓	✓	√	√	√
Driver & Co-Driver Seat Belt with Pretensioner & Load Limiter	✓	✓	✓	✓	✓
Seatbelt Reminder (All Seats)	✓	✓	· ✓	✓	· ✓
Ultra-High Tensile Steel Cage Body	✓	✓	✓	✓	✓
Intrusion Minimizing and Collapsible Steering Column	✓	√	√	· ·	· •

AUTONOMOUS LEVEL-2 PACKAGE —

FEATUR	ES	SPRINT	SHINE	SELECT	SHARP PRO	SAVVY PR
Adaptive Cruise	· Control (ACC)	-	-	-	-	· ·
	Lane Departure Warning (LDW)	-	-	-	-	~
Lane Functions	Lane Departure Prevention (LDP)	-	-	_	-	_
	Lane Keep Assist (LKA)	-	- 	-	-	· ✓
	Forward Collision Warning (FCW)	-	-	-	-	✓
Forward Collision Prevention	Automatic Emergency Braking (AEB)	-	-	_	-	✓
	Automatic Emergency Braking - Pedestrian (AEB-P)	-	-	-	-	✓
Intelligent Head	lamp Control (IHC)	-	-	-	-	✓
	Information Mode	-	- 	-	-	· ✓
Speed Assist System (SAS)	Intelligent Mode	-	<u>-</u>	-	-	√
0	Manual Mode	-	-	✓	√	√
	Blind Spot Detection (BSD)	-	-	-	-	✓
Rear Drive Assist (RDA)^	Lane Change Assist (LCA)	-	-	-	-	✓
(Rear Cross Traffic Alert (RCTA)	-	· -	· -	-	· ·

MG GENUINE ACCESSORIES

Transform your Astor with the finest range of accessories and make your driving experience more convenient, enjoyable, and safe.





A PERSONALIZED, FLEXIBLE, OWNERSHIP ASSURANCE PROGRAM THOUGHTFULLY DESIGNED FOR YOU

OVER 180+ COMBINATIONS TO CHOOSE FROM

FLEXIBILITY OF PURCHASE WINDOW: UPTO 12 MONTHS / 10K KM

PRICE

VARIANT	VTi-TECH 5MT	VTi-TECH 8CVT	220 TURBO 6AT
SPRINT	₹9 98 000* (Ivory)		
SHINE	₹11 79 800* (Ivory)		
SELECT	₹13 10 800 ⁺ (Ivory)	₹14 11 800* (Ivory)	-
SHARP PRO	₹14 75 800* (Ivory)	₹15 99 800* (Ivory)	
SAVVY PRO	-	₹16 94 800* (Ivory) ₹17 04 000* (Sangria)	₹ 18 07 800 * (Sangria)
ADDITIONAL ₹ 20 000 WILL BE ADDED FOR DUAL TONE COLOR			



Ex-showroom prices applicable w.e.f. June 2024. T&C apply. All the variants are subject to availability and demand. MG Motor India reserves the rights to discontinue any variant or to alter any specifications, features, and design without prior notice and without liability. MG Motor India also reserves the rights to cancel the booking against any variant or at any location, at any time. Please check variant details with your nearest MG dealer for latest information.

330+ CENTRES TO COME SAY "HELLO MG"

We are always by your side no matter where. We are constantly expanding our network, so that you are just a "Hello" away.

*In view of our policy of continuously improving our products, MG Motor India Private Limited reserves the right to change, without notice, model, price, colours or equipment specification and also to discontinue models and/or replace any part or accessory with any other product without any prior notice and liability. Accessories and features shown in the pictures may not be a part of standard equipment and will differ according to the variant. The information contained in this brochure is indicative, non-binding and is provided as is, without any warranties of any kind, whether expressed or implied. The contents of this brochure are for general information purposes only and do not constitute advice.



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