INTRODUCING THE NEW

# MG4 EV URBAN

# SUBSTANCE IS THE STATEMENT

Meet the MG4 EV Urban. Stylishly equipped, spaciously sized and sharpened for the streets. It's the savvy choice of those searching for substance over statements.

10-80% in under 30 minutes*

43/54kWh battery

Up to 405km of range‡

‡ On Essence 54 models only. * Estimated CCs Public Charge Time (10%-80%) / Mins @25°C

# SPACE & COMFORT

Inside each MG4 EV Urban is an inviting and atmospheric interior. Intuitive tech is embedded throughout, with storage spaces ready at hand for your convenience. Throw in front heated seats and leather wrapped heated steering wheel, and suddenly you'll be making excuses just to get behind the wheel again.

- HEATED FRONT SEATS
- UP TO 1266L OF BOOT SPACE
- DOUBLE FLOOR TRUNK STORAGE

# THOUGHTFUL SPACE

City cars are usually cramped. This one isn't. Carefully curated storage spots, such as the one under the console means there's space for your every adventure!

Overseas model displayed above

## COMFORT BY DESIGN

Settle into heated front seats. The heated steering wheel takes the edge off winter trips alongside the 6-way adjustable driver's seat. Ambient lighting sets the atmosphere, whilst the six speaker audio system fills the cabin with depth and clarity.

## PHYSICAL BUTTONS

Physical buttons control the main functions making it tactile, easy and safe to operate on the move.

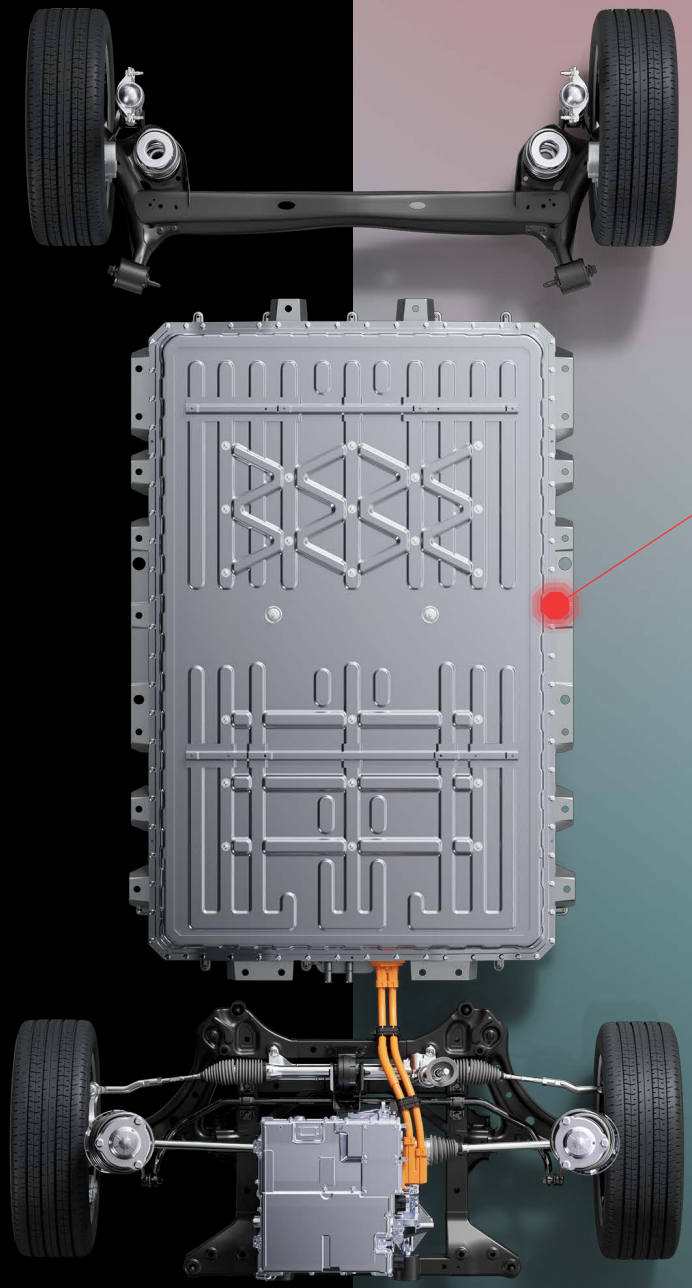
# RANGE ANXIETY? NOT HERE.

Up to 405km‡ of range means you are free to roam without any worry. Plus, with a standard heat pump protecting your range in colder weather, you're good to go all year round.

‡ On Essence 54 models only.

# RAPID CHARGING

With DC rapid charging, you can charge the 54kWh battery in under 30 minutes. Talk about efficient^.



## 405km‡ Range (WLTP)‡

THE ALL NEW E3 PLATFORM PAIRS SEAMSLESSLY WITH THE 54KWH BATTERY TO UNLOCK UP TO 405KM‡ OF RANGE.

## 4 REGENERATIVE BRAKING MODES

‡ Essence 54 variant. Range figures provided are calculated under test conditions. These figures are for comparative purposes only and may not reflect real-life driving results. Actual range may vary depending on various factors such as weather conditions, driving styles, vehicle load, and accessories fitted post-registration. ^10-80% charging time applies to a 150kW Ultra-Fast charger under standardised test conditions. Charging times in real world conditions will vary dependent on a number of factors, including but not limited to the age of battery, charging conditions, temperature and the existing charge of the battery, charger used and duration of charge. Charging times will be increased when using chargers of a lower capacity. Availability of 150kW-capable chargers may be limited depending on your location.

## FRONT WHEEL DRIVE

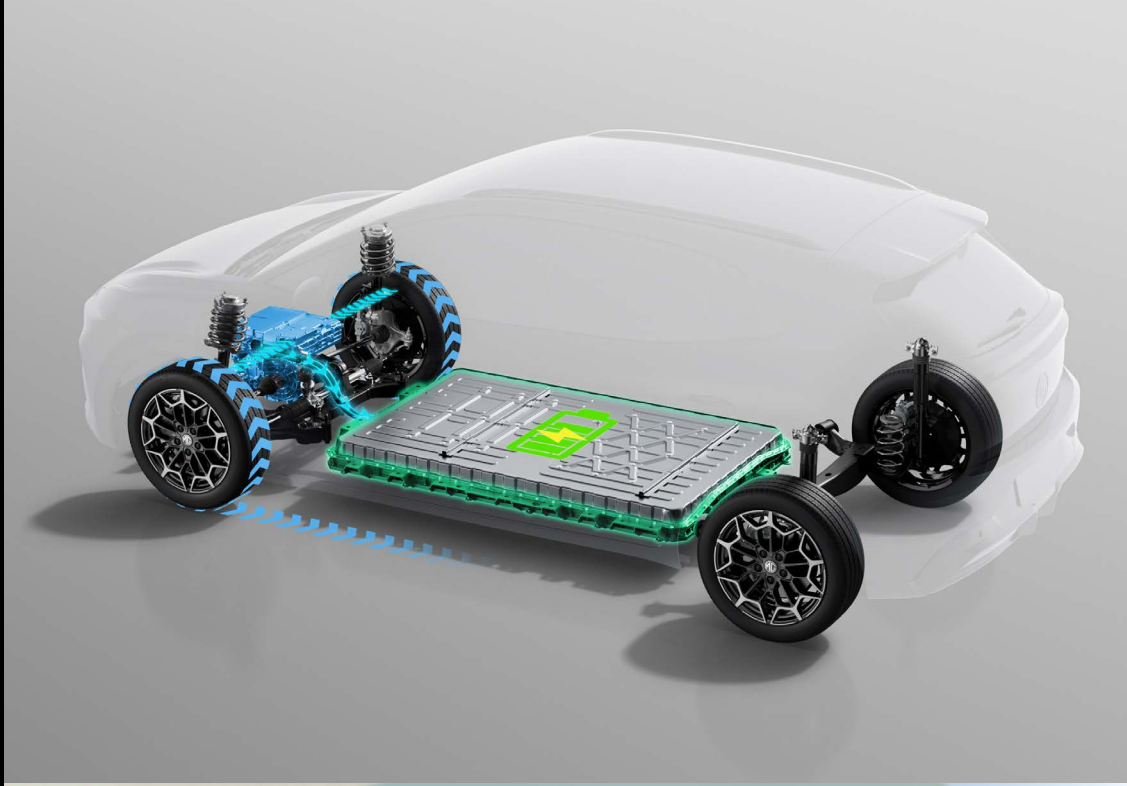
Select from four drive modes – Normal, Sport, Eco, or Custom – each attuned to your rhythm and the road ahead.

## OUTSTANDING EFFICIENCY

Each MG4 EV Urban has an integrated thermal management system, intelligently managing heating and cooling whist minimising energy consumption.

## ONE PEDAL DRIVING MODE

The MG4 EV Urban features four regenerative settings, including intuitive one-pedal driving which recovers energy with quiet efficiency.



# INTUITIVE TECHNOLOGY

Each MG4 EV Urban keeps your cabin clutter-free with seamless smartphone connectivity, brought to life on the vibrant infotainment screen. When it is time to charge, take a break and scroll our online services such as TikTok and Youtube directly, ensuring you are always entertained while your battery tops up.

- 12.8” HD SCREEN
  7” DRIVER DISPLAY
  WIRELESS CONNECTIVITY

09:00AM 23℃
Track 1 - Artist 1
MG Weather
Friday
Jan 30
London
Climate
26℃ 23℃
BT Music
Track 1
Artist 1
Navigation
App Connect
Apple CarPlay
Android Auto
AUTO
A/C
09:00
P
READY
AIRBAG

# 12.8 INCH HD TOUCHSCREEN

Designed to be highly intuitive, with simple functionality, the twin screen layout features a crystal clear 12.8-inch HD infotainment touchscreen and a 7" driver display which work in harmony.

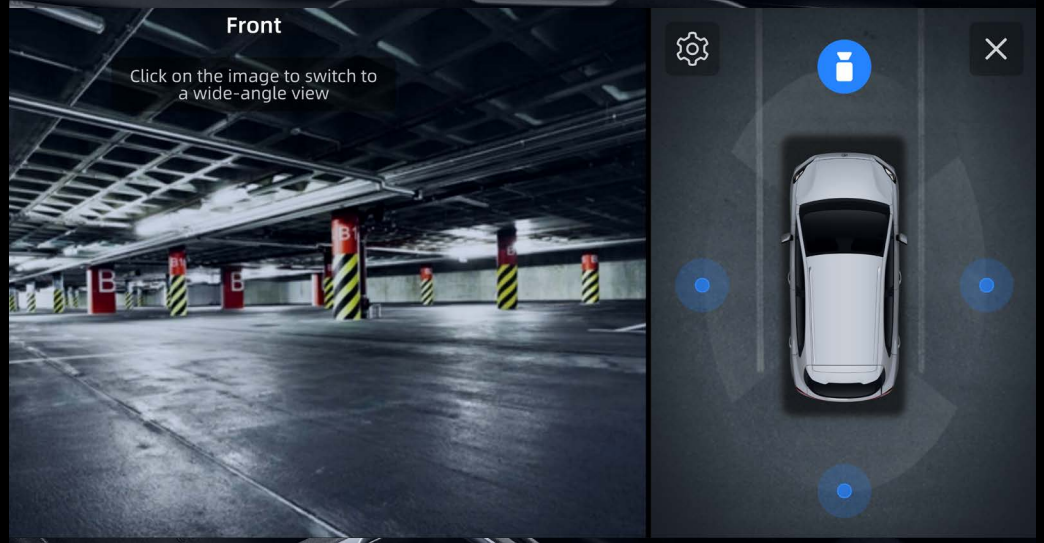
# QUIET PROTECTION

Safety is the foundation of each MG4 EV Urban, with a 360° Camera equipped for total visibility. Whether you are navigating tight city streets or tucking into a tricky parking spot, you'll have a birds eye view of everything around you, proving total confidence comes standard.

# WIRELESS CONNECTION

Wireless connectivity for Apple CarPlay® & Android Auto™ is standard across the range. The MG4 EV Urban integrates apps seamlessly so Spotify, Amazon Music, YouTube, and TikTok are ready to entertain whilst your phone wirelessly charges*.

*Conditions apply. Visit our website for more details.



PILOT

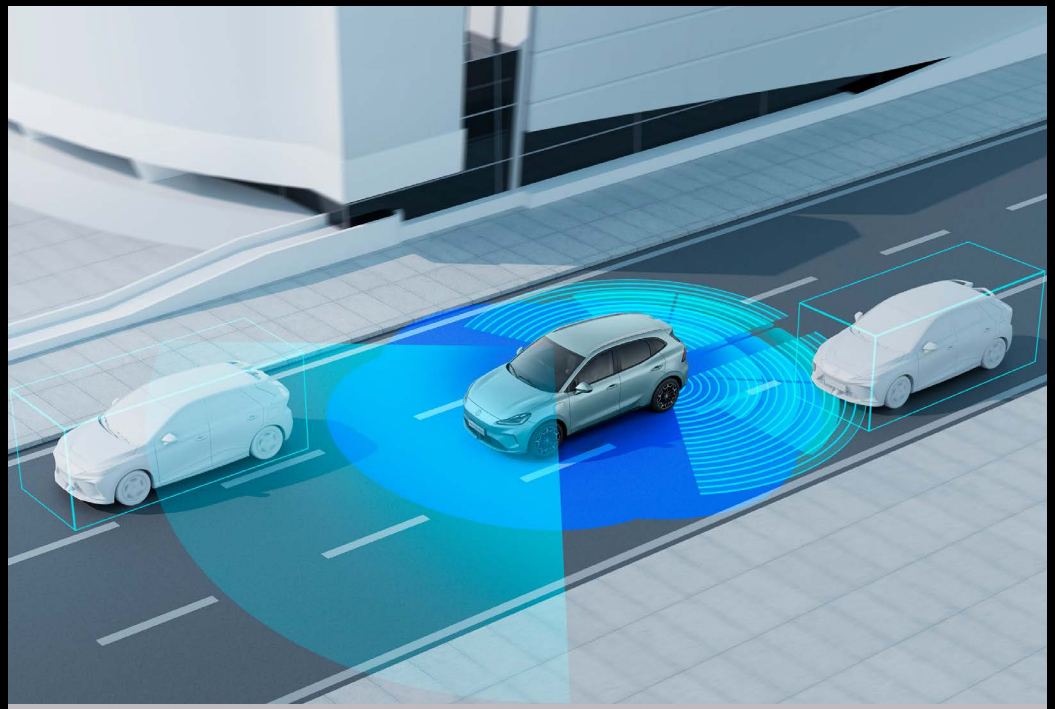
DRIVER SAFETY TECHNOLOGY

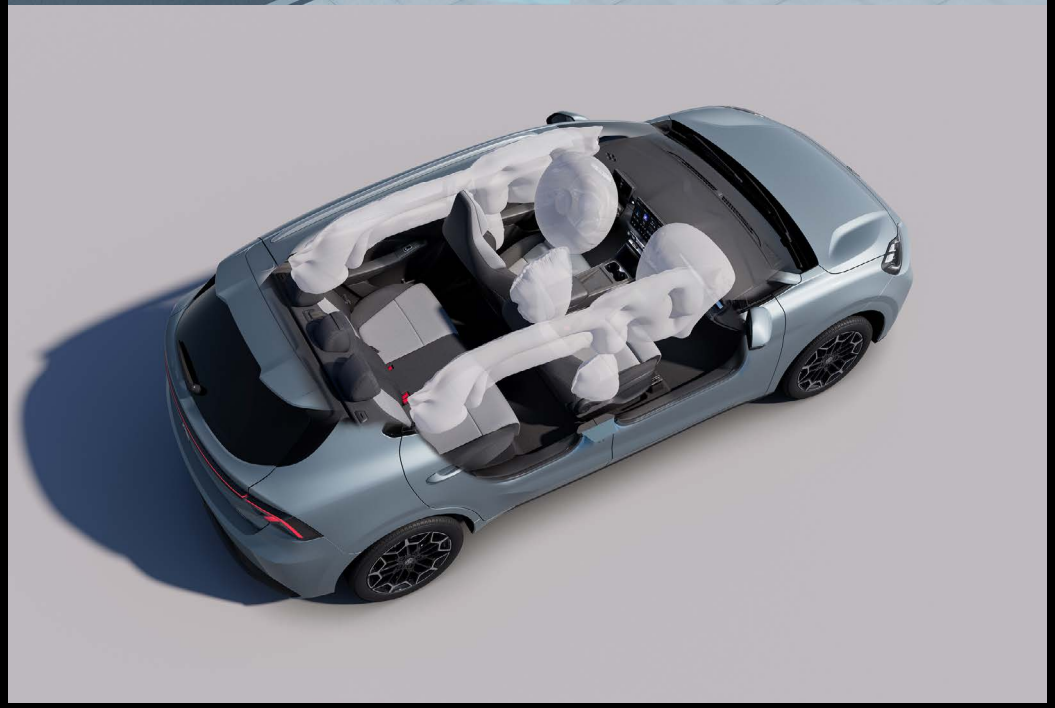
# SILENT PROTECTION

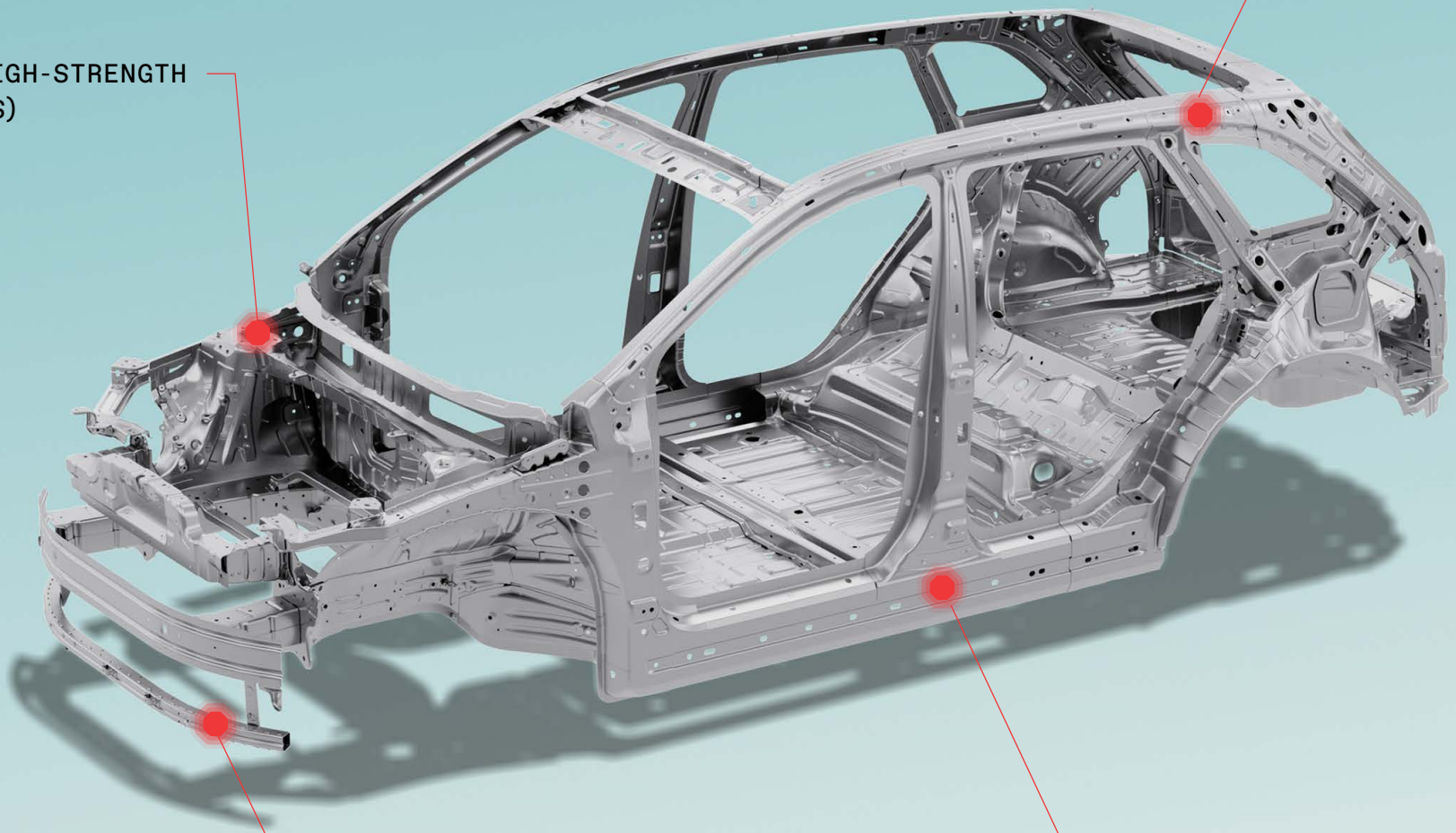
You cannot predict city traffic. But you can always be better prepared for it. Each MG4 EV Urban comes equipped with our dynamic MG Pilot ADAS system, as well as 7 airbags as standard. Total peace of mind.

MG Pilot is an advanced suite of driver assistance systems to anticipate what lies beyond your sightline and the Custom function allows you to personalise your preferred settings and recall them easily with each drive.

Active Emergency Braking, Lane Departure Warning, Adaptive Cruise Control, and Blind Spot Detection all monitor vigilantly with your safety in mind, allowing you to focus entirely on enjoying the journey ahead.






HIGH-STRENGTH STEEL (HSS)
ADVANCED HIGH-STRENGTH STEEL (AHSS)
HOT-STAMPED STEEL
ULTRA HIGH-STRENGTH STEEL (UHSS)

PERSONALISE
YOUR STLYE

# COLOURS

YORK WHITE
STANDARD PAINT

BLACK PEARL
METALLIC PAINT

CAMDEN GREY
METALLIC PAINT

BRIXTON BLUE
METALLIC PAINT

STERLING SILVER
METALLIC PAINT

STONE GREEN
METALLIC PAINT

DIAMOND RED
METALLIC PAINT

# MG4 EV URBAN ESSENCE 43

- Up to 316km of WLTP Combined Range
- 43kWh LFP (Lithium Iron Phosphate) Battery
- 17" Starburst Alloy Wheels
- MG Pilot including MG Pilot Custom Function
- Full LED Headlights & DRL & Rear Lights
- Automatic Headlamps
- Roof Rails & Rear Spoiler
- 7" HD Driver Display
- 12.8" HD Infotainment Touchscreen
- Satellite Navigation
- Wireless Connection to Apple CarPlay® & Android Auto™

# MG4 EV URBAN ESSENCE 54

- Up to 405km of WLTP Combined Range
- 54 kWh LFP (Lithium Iron Phosphate) Battery
- 17" Starburst Alloy Wheels
- MG Pilot including MG Pilot Custom Function
- Full LED Headlights & DRL & Rear Lights
- Automatic Headlamps
- Roof Rails & Rear Spoiler
- 7" HD Driver Display
- 12.8" HD Infotainment Touchscreen
- Satellite Navigation
- Wireless Connection to Apple CarPlay® & Android Auto™

# TECHNICAL SPECIFICATIONS

| | ESSENCE 43 | ESSENCE 54 |
|---|---|---|
| **DIMENSIONS** | | |
| Length (mm) | 4395 | 4395 |
| Width (mm) | 1842 | 1842 |
| Height (mm) | 1549 | 1549 |
| Wheelbase (mm) | 2750 | 2750 |
| Running Clearance (mm) | 130 | 130 |
| Boot Volume Seats In Place (L) | 382 | 382 |
| Boot Volume Seats Folded (L) | 1266 | 1266 |
| Underboot Storage (L) | 98 | 98 |
| **TECHNICAL DATA** | | |
| Electric Motor Type | Permanent Magnet Sychronous Motor | |
| Battery Capacity (kWh) | 43 | 54 |
| MG Ultra-Safe Battery | LFP | LFP |
| Motor Maximum Power (kW) | 110 | 118 |
| Motor Maximum Torque (Nm) | 250 | 250 |
| 0-100km/h (seconds) | 9 | 8.7 |
| Top Speed km/h | 160 | 160 |
| Charger Connection - Combined Connection System Type 2 | • | • |
| On-Board Charging Unit (kW) | 6.6 | 6.6 |
| Estimated CCS Public Charge Time (10% to 80%) / Mins @25°C | 28 | 30 |
| Maximum DC Charging Power (kW) | 82 | 87 |
| Driving Range: WLTP Combined Cycle (km) | 316 | 405 |
| Driving Efficiency: (kWh/100km) ## | 16.5 | 16.1 |
| Heat Pump | • | • |
| Intelligent HV Charging | • | • |
| Charging Pre-Heating (For Destination Charging) | • | • |
| Battery Thermal Management System | • | • |
| One Pedal Mode | • | • |
| Regenerative Braking Modes (1, 2, 3, A) | • | • |
| **SUSPENSION & BRAKES** | | |
| Front Suspension | MacPherson | |
| Rear Suspension | Reinforced Torsion Beam | |
| Front Brakes - Disc Ventilated | • | • |
| Rear Brakes | • | • |
| **WHEELS & TYRES** | | |
| 17" Starburst Design Alloy Wheels | • | • |
| Tyre Size | 205/50R17 | 205/50R17 |
| Tyre Repair Kit | • | • |
| **WEIGHT** | | |
| Tare Mass (kg) | 1460 | 1520 |
| Gross Vehicle Mass (kg) | 1910 | 1970 |

| | ESSENCE 43 | ESSENCE 54 |
|---|---|---|
| **SAFETY & SECURITY** | | |
| MG Pilot Custom | • | • |
| Adaptive Cruise Control (ACC) | • | • |
| Autonomous Emergency Braking (AEB) | • | • |
| Lane Change Assist (LCA) | • | • |
| Lane Keep Assist (LKA) | • | • |
| Lane Departure Warning System (LDW) | • | • |
| Emergency Lane Keep Assist (ELKA) | • | • |
| Intelligent Cruise Assist (ICA) | • | • |
| Intelligent Speed Limit Assist (SAS) | • | • |
| Blind Spot Detection (BSD) | • | • |
| Electric Parking Brake (EPB) | • | • |
| Driver Monitor Status (DMS) | • | • |
| Forward Collision Warning (FCW) | • | • |
| Rear Collision Warning (RCW) | • | • |
| Rear Cross Traffic Alert (RCTA) | • | • |
| Rear Cross Traffic Brake (RCTB) | • | • |
| Door Open Warning (DOW) | • | • |
| Direct Tyre Pressure Monitoring System (TPMS) | • | • |
| Drivers Airbag + Passenger Airbag | • | • |
| Two Side Airbags | • | • |
| Two Curtain Airbags | • | • |
| Far side Airbag | • | • |
| ESP (ABS+EBD+CBC+TCS+VDC+HAZ+HHC+BDW+ARP+HDC) | • | • |
| Hill Start Assist | • | • |
| Auto Hold | • | • |
| Seat Belt Reminder | • | • |
| Front Seat Belts (3 Point with Pretensioner & Load Limiter) | • | • |
| Rear Seat Belts (L+R Seat 3 Point with Pretensioner & Load Limiter, Middle Seat 3 Point) | • | • |
| Front and Rear Whiplash Restraint Seats | • | • |
| ISOFIX - Two Rear Side Seats | • | • |
| Pedestrian Warning Sound | • | • |
| Child Presence Detection | • | • |
| 360° Camera (HD) | • | • |
| Alarm & Motor Immobiliser | • | • |
| Automatic Door Lock by Speed | • | • |
| Automatic Door Unlock in Collision | • | • |
| Emergency Brake and Rear Light Flashing | • | • |

# TECHNICAL SPECIFICATIONS

| | ESSENCE 43 | ESSENCE 54 |
|---|---|---|
| **LIGHTING** | | |
| Intelligent High-beam Control (IHC) | • | • |
| LED Headlights With Manual Levelling | • | • |
| LED Daytime Running Lights | • | • |
| LED Taillights | • | • |
| Front Reading Light | • | • |
| Rear Reading Light | • | • |
| Automatic Headlights | • | • |
| LED High Mounted Brake Light | • | • |
| Full Width LED Lightbar | • | • |
| Dual Reversing Lights | • | • |
| Follow Me Home Headlights | • | • |
| Rear Fog Light | • | • |
| **INTERIOR** | | |
| Leather Steering Wheel | • | • |
| Front Seat Map Pocket | • | • |
| Sunvisors With Mirror and Illuminated (driver) | • | • |
| Sunvisors With Mirror (passenger) | • | • |
| Glove Box | • | • |
| Front Cup Holders | • | • |
| Front Arm Rest | • | • |
| Ambient Lighting | • | • |
| Boot floor two level adjustment | • | • |
| Roof grab handles | • | • |
| **INSTRUMENTS** | | |
| 7" Virtual Driver Information Display | • | • |
| Cluster Brightness Adjustment | • | • |
| Trip Computer | • | • |
| Steering Wheel Recovery Reminder | • | • |
| Service Interval Indicator | • | • |
| **EXTERIOR** | | |
| Electrically Adjustable, Electric Folding, Heated, Door Mirrors | • | • |
| Rear Privacy Glass | • | • |
| Boneless Front Wiper | • | • |
| Rear Wiper | • | • |
| Active Intake Grille Shutter (AGS) | • | • |
| Rear Parking Sensors | • | • |
| Door Mirror with Side indicator (LED) | • | • |
| Charging Port | • | • |
| Roof Rack | • | • |
| Spoiler | • | • |

| | ESSENCE 43 | ESSENCE 54 |
|---|---|---|
| **SEATING** | | |
| Heated Front Seats | • | • |
| Driver's 6-way Electric Adjustable Seat | • | • |
| Passenger's 4-way Manual Adjustable Seat | • | • |
| 40/60 Rear Folding Seat | • | • |
| PU Leather Seats | • | • |
| **HEATING AND VENTILATION** | | |
| Rear Window Heating | • | • |
| Rear Seat Airvents | • | • |
| Auto AC Control | • | • |
| Single Zone Auto Climate Control | • | • |
| **COMFORT & CONVENIENCE** | | |
| Mobile Bluetooth Key | • | • |
| Heated Steering Wheel | • | • |
| Remote Central Locking | • | • |
| Keyless Entry | • | • |
| Pedal Start | • | • |
| Driving Modes Selection | • | • |
| Multi Function Steering Wheel | • | • |
| Electric All Windows with one-touch up/down | • | • |
| Tilt & Telescopic Steering Wheel | • | • |
| Estimated Charging Time Remaining | • | • |
| Charging Indicator and Progress Indication | • | • |
| AC Portable Charger | • | • |
| Vehicle to Load Charging Function (V2L) | • | • |
| **IN-CAR ENTERTAINMENT** | | |
| 6 Speaker Audio | • | • |
| Wireless Phone Charger - 15W | • | • |
| Voice Control | • | • |
| 12V Socket | • | • |
| 12.8" Infotainment Screen | • | • |
| DAB+ Audio | • | • |
| FM / AM Radio | • | • |
| Wireless & Wired Apple CarPlay® and Android Auto™ | • | • |
| 2x USB-C Ports Front, 1x USB-C Rear | • | • |
| Bluetooth Connection | • | • |
| Satellite Navigation | • | • |
| Online Entertainment Services (*Conditions apply) | • | • |

# TECHNICAL SPECIFICATIONS

| | ESSENCE 43 | ESSENCE 54 |
|---|---|---|
| **EXTERIOR COLOUR** | | |
| York White (WSB) | ● | ● |
| Camden Grey Metallic (PAG) | ○ | ○ |
| Diamond Red Metallic (RSJ) | ○ | ○ |
| Sterling Silver Metallic (SSA) | ○ | ○ |
| Brixton Blue Metallic (JAY) | ○ | ○ |
| Stone Green Metallic (GCL) | ○ | ○ |
| Black Pearl Metallic (PBC) | ○ | ○ |
| **INTERIOR COLOUR** | | |
| Dark | ● | ● |

‡‡ Range figure is based on WLTP (Worldwide Harmonized Light Vehicle Test Procedure) static laboratory combined average city and highway cycle test. Figures stated for the purposes of comparison amongst vehicles tested to the same technical procedures only. Actual real world driving results will vary depending on a combination of driving style, type of journey, vehicle configuration, battery age and condition, use of vehicle features (such as heating and air conditioning), as well as operating, environmental and climate conditions.

FRONT TRACK
1,547MM

WIDTH
(INC MIRRORS)
2,139MM

REAR TRACK
1,547MM

WIDTH
(EXC MIRRORS)
1,842MM

HEIGHT
1,549MM

382 LITRE BOOT CAPACITY
(SEATS UP)

WHEELBASE
2,750MM

LENGTH
4,395MM

1,266 LITRE BOOT CAPACITY
(SEATS FOLDED)

# MG4 EV