



Since 1924

# HISTORIE ZNAČKY MG

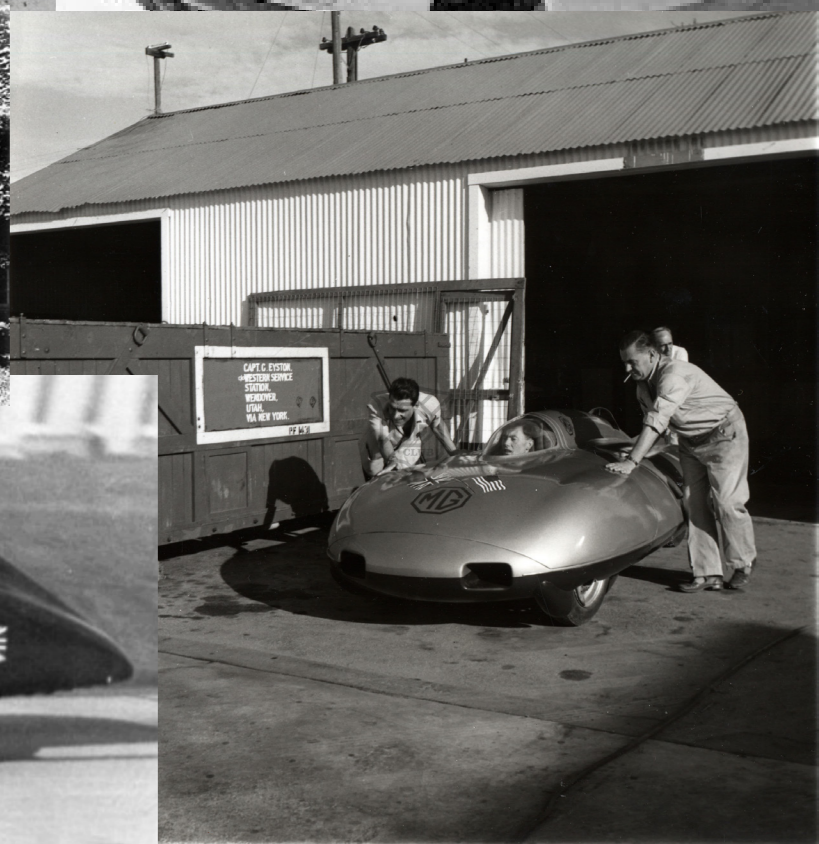
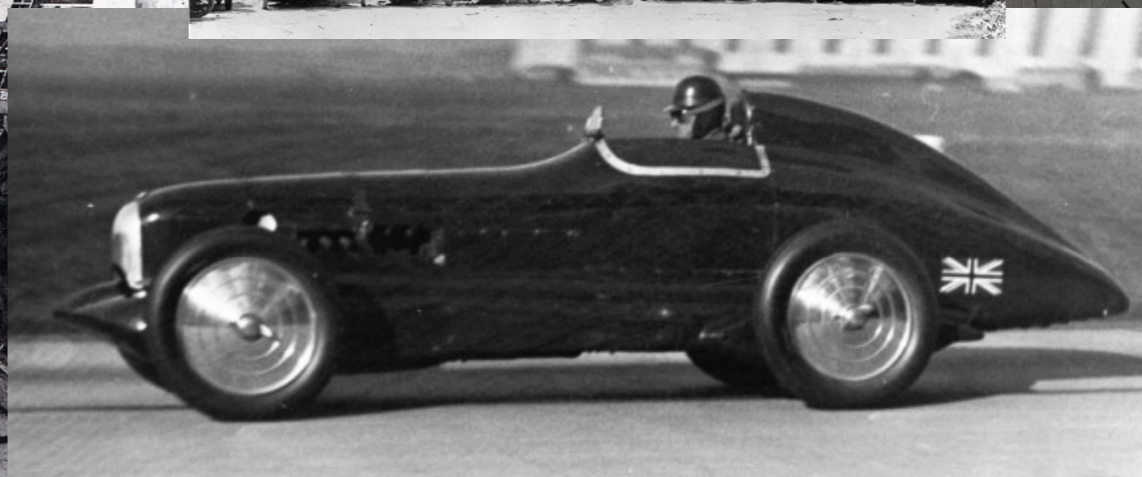
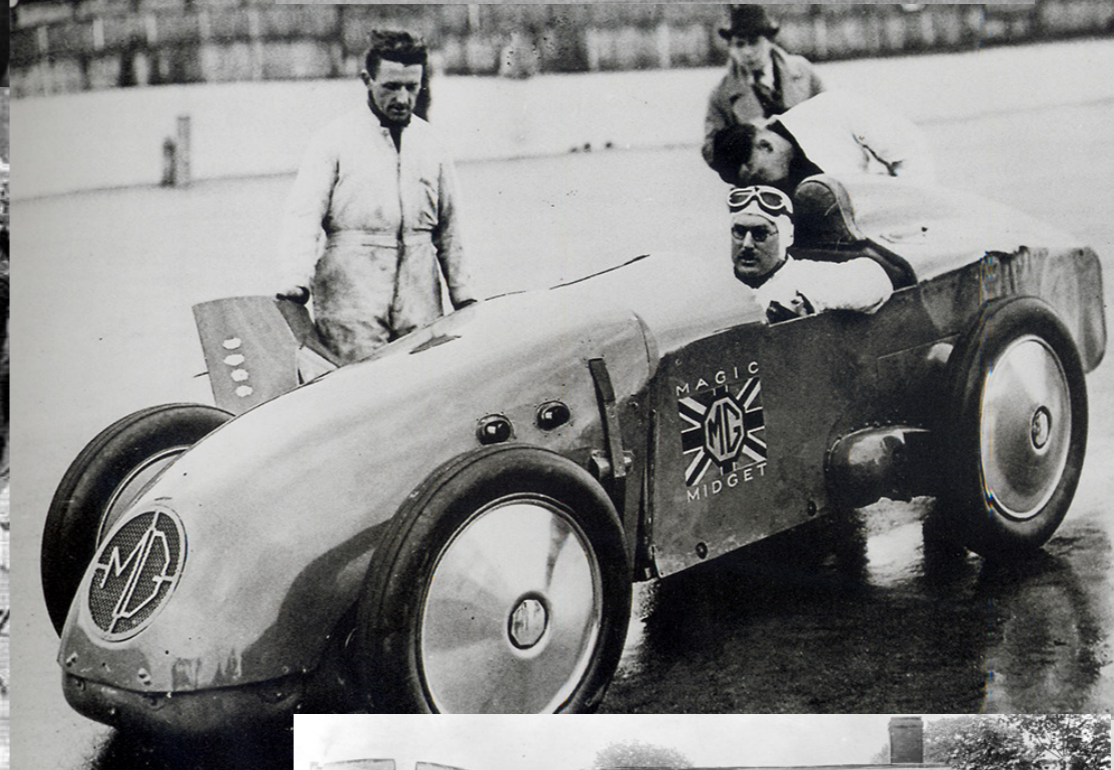
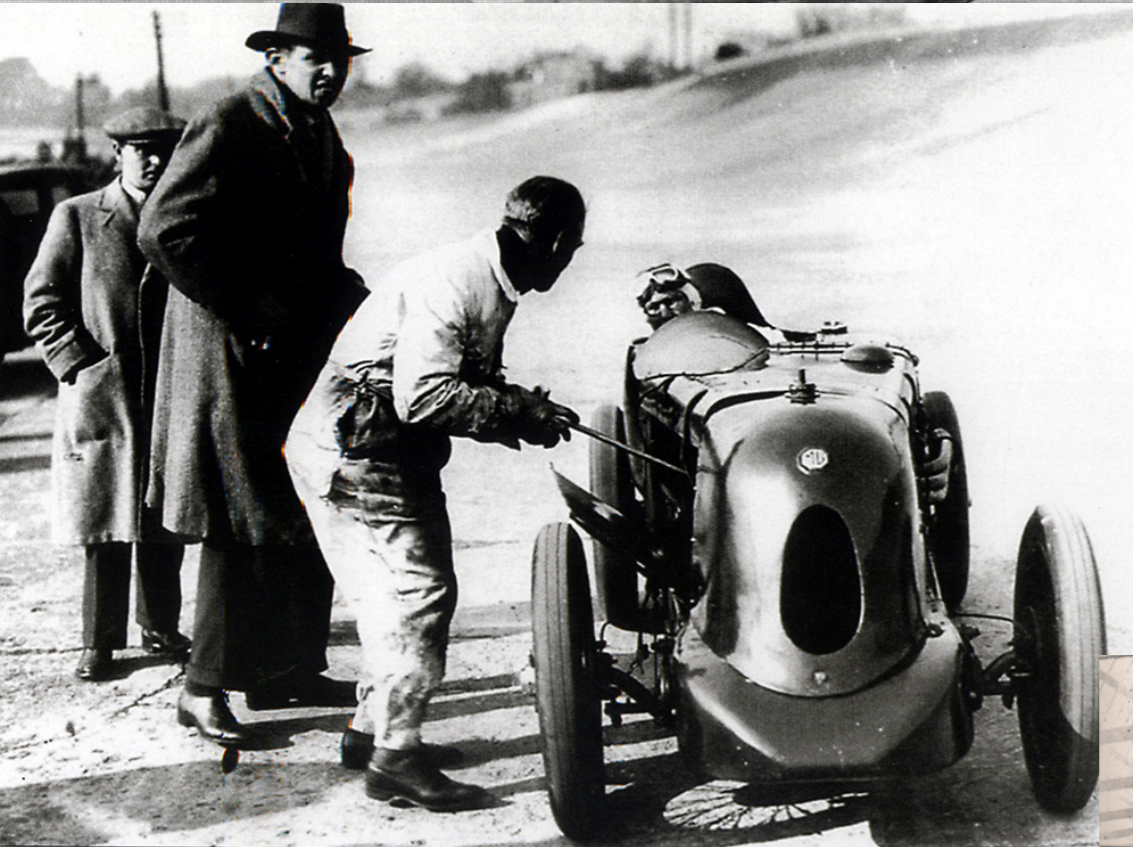
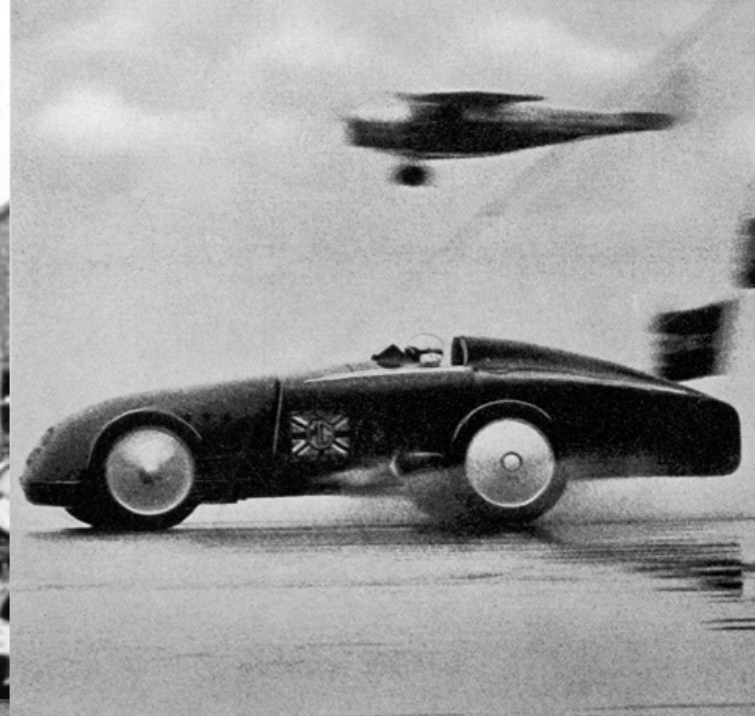
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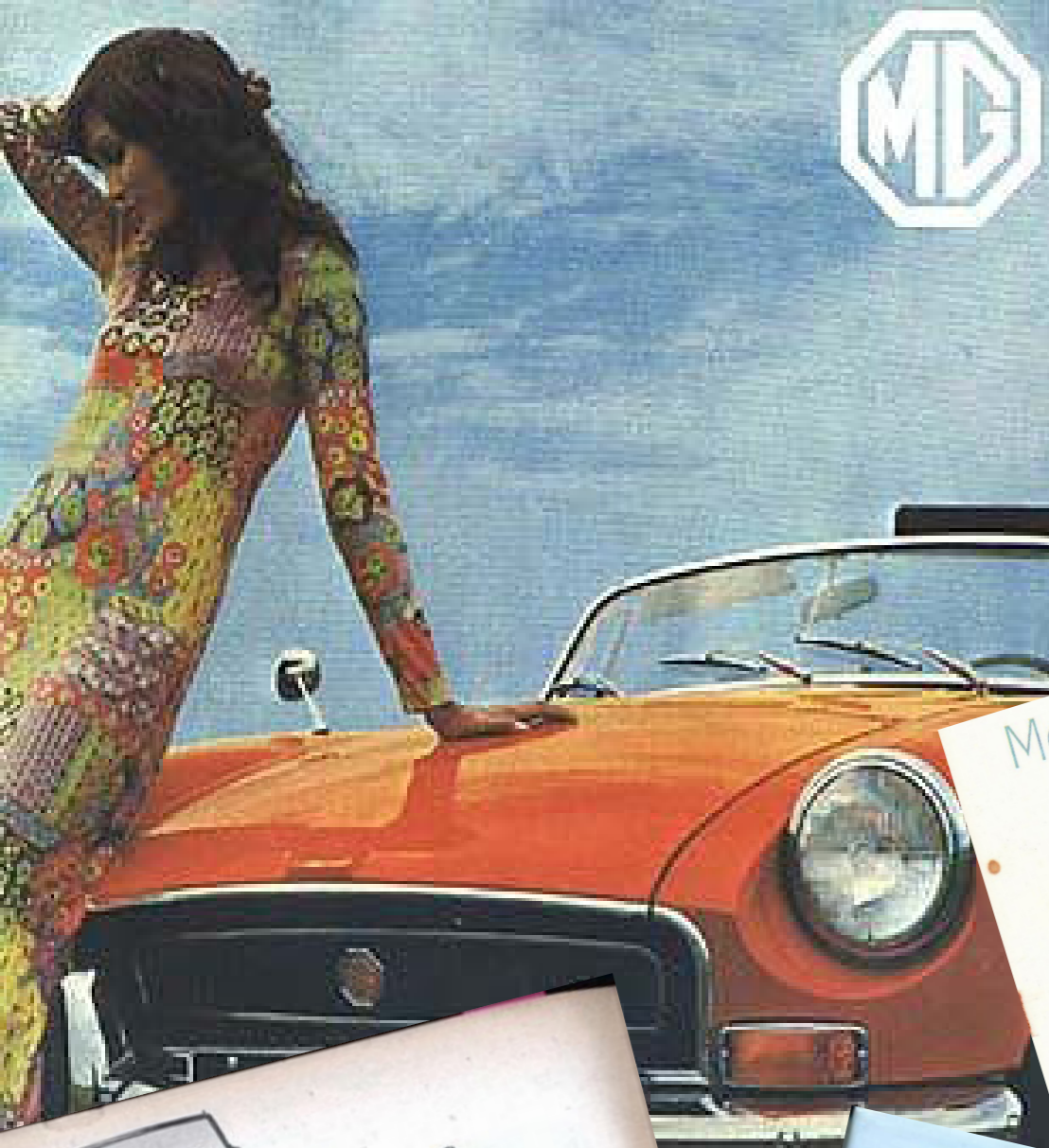
Marek Vodička  
Marketing a PR manager, M Motors CZ



V roce 1924...  
...zakládá William Morris  
Morris Garages







# 120 Miles an Hour with Seven Horsepower



More like a war tank than a racing car appears the seven-horsepower machine just completed for George Eyston, noted British racer. Its design is expected to permit speeds in excess of two miles a minute. The driver sits enclosed within a streamlined, cabin-like frame of steel fitted with windows of mica. He wears a suit of asbestos as a fire precaution, and breathes through a contrivance resembling a gas mask to avoid the carbon monoxide gas that might leak into the cockpit. There is also a dust chimney to carry away from the conning tower dirt kicked up by the wheels and prevent the windows from becoming obscured. Veteran racers say an attempt at 120-mile speed in so small a car is more dangerous than an assault, with a heavier machine, upon the world's auto speed record.



With the driver seated in the racing car the conning tower is fitted over him. Afterwards, the auto will appear as it does at upper right. In circle, driver wearing gas mask

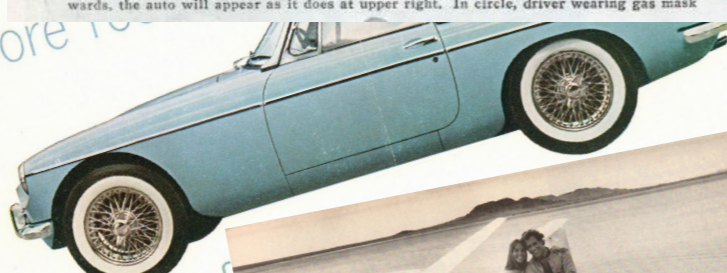


She's a joy to handle in traffic

She's off like a shot... first away from the traffic lights... up through the gears in a flash! The new rack and pinion steering, too, is light and direct-acting, positive and vibration-free. She's got stamina, this Midget, and just feel the stamper from those twin carburetors! ... at ten miles an hour

**THE NEW SUPERLATIVE MGB**  
WITH 1600 cc. ENGINE  
Safety MG Fast!

**TOP DOWN '77 MGB**  
PRICE DOWN



To everyone who longs to soar free, we dedicate the wide-open sports car. MGB.

**Safety, fast!**

**MOTORING FOR EVERYONE**

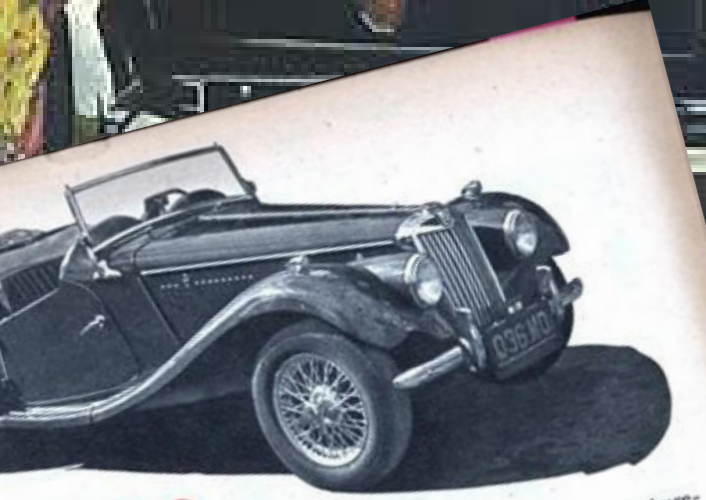
<b>MIDGET</b> with 1098 cc. engine, disc brakes, 2000/17.1 (including £108/17.1 P.T.).	<b>MGB</b> with 1600 cc. engine, disc brakes, 2000/17.1 (including £145/9.7 P.T.).
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MGB THE CLASSIC BREED



**MGB. THE SPORTING BREED.**



**EARLY M**  
by P. L. Jennings



**NEW MG**

For '54 has been restyled and hopped up. Restyling in the new model, TD is called the MG TF, is especially at forward of the windshield, where hood has been sloped down to a shaped radiator and the headlights have fared into the front fenders. A

higher compression ratio, twin carburetors, and other modifications have increased power output from the 54 hp at 5200 rpm that was developed in the MG TD to 57.5 hp at 5500 rpm. With disk wheels, the TF sells in this country for about \$2,200; wire wheels are optional.

**MG TF**

**TD**

**MG TF**

SCALE IN FEET  
0 1 2 3 4 5



**The Morris**  
"OFFICIAL AGENTS"  
Showrooms: Queen Street  
Garages: Clarendon Hotel, Longwall Street, O

High-class Modern  
Landauette and Open  
Touring Motor Cars  
for Hire.  
Chauffeur

**MGB ahead of its time**



Announcing the most important sale in MG history...

## THE FIRST ANNIVERSARY MGB/GT SPECIAL

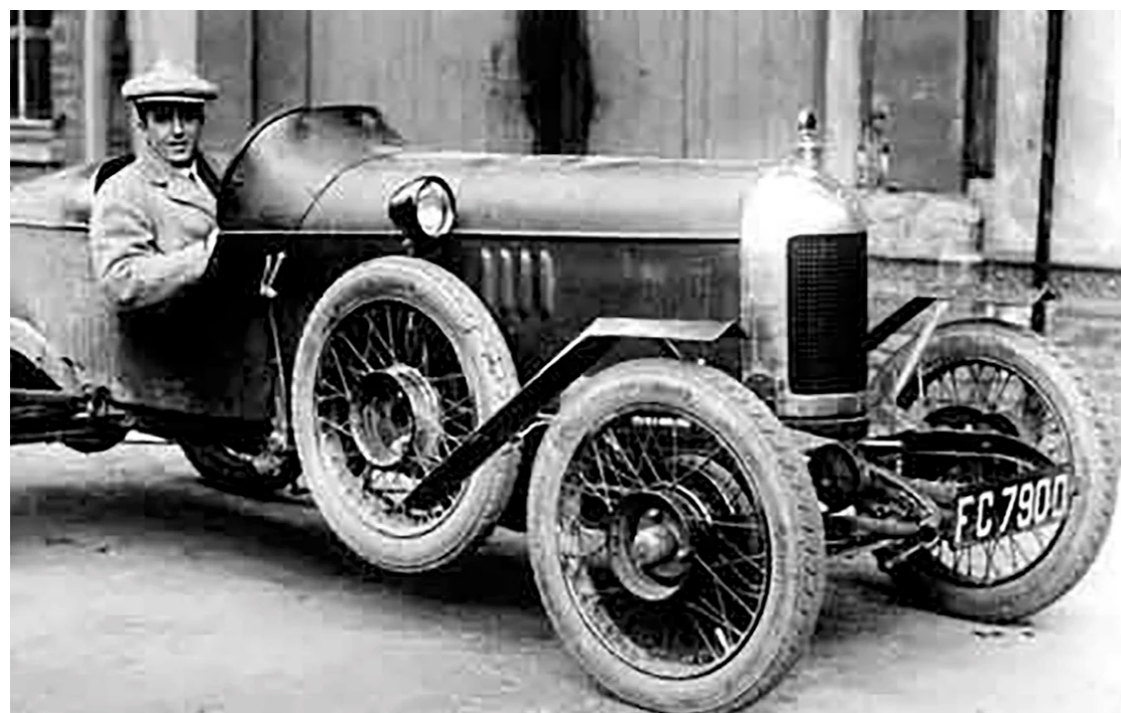
Right now MG dealers across the country are commemorating the anniversary of the first popular-priced authentic GT—the MGB/GT.

Only 1,000 First Anniversary MGB/GT Specials will be available in the entire U.S.A. So don't wait. See your MG dealer before he runs out.





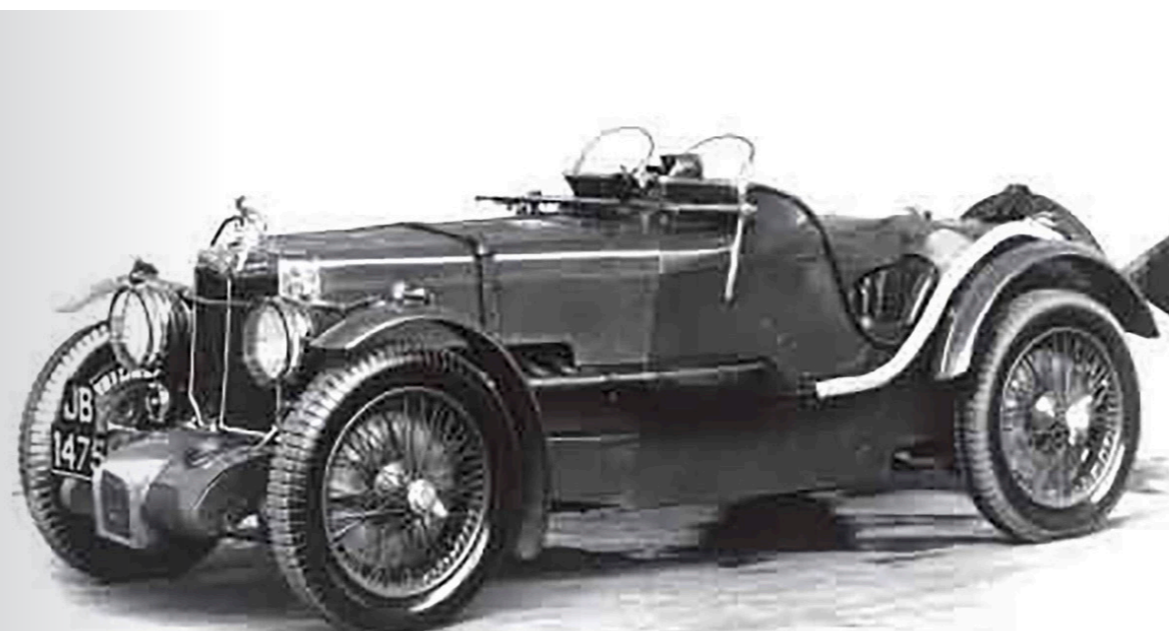
...Začíná 98 let dlouhá  
historie plná rekordů



# 1924

## ZRODILLO SE PRVNÍ MG

Having outgrown his sales desk job, Cecil Kimber heads to the garage and begins to tinker around. Much tinkering after, he finished his own tuned version of the Morris Car, calling it the Old Number one.

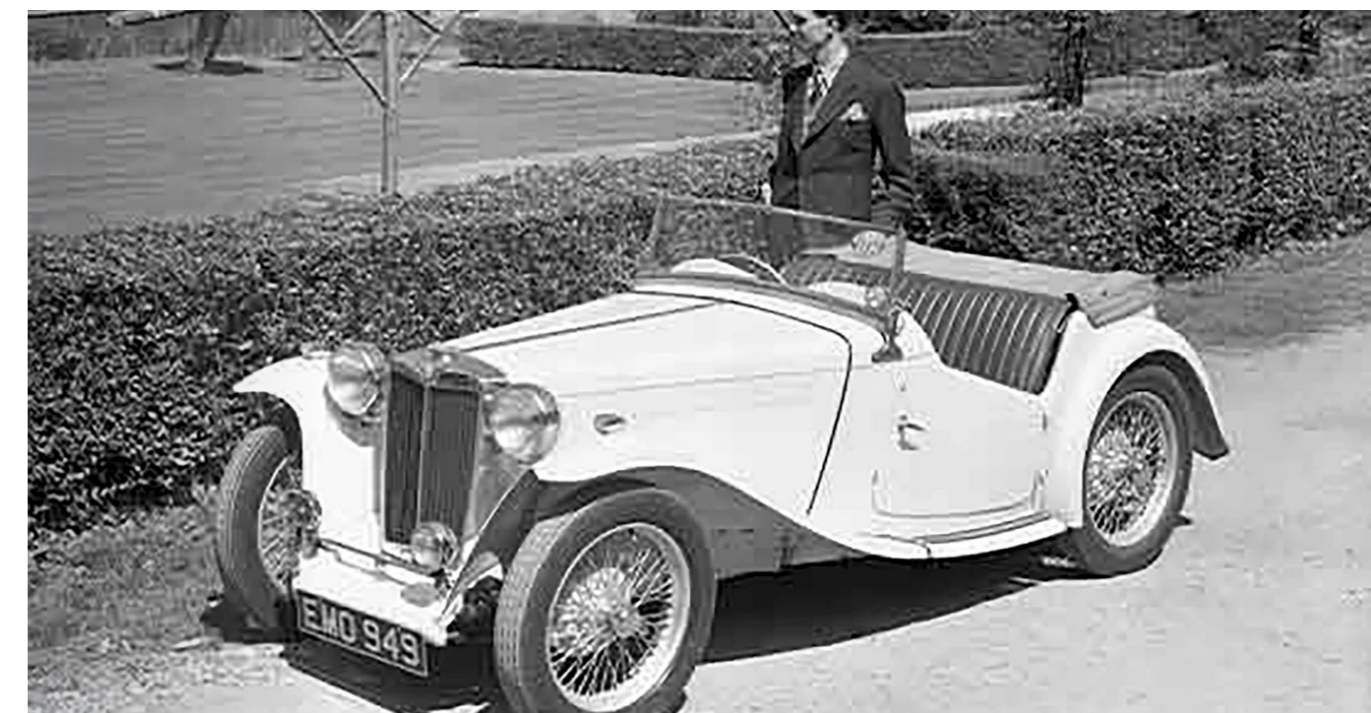


PRVNÍ REKORD

# 1933

## PRVNÍ REKORD POKOŘEN MILLE MIGLIA

The MG K3 Magnette emerged triumphant at the Mille Miglia, one of the toughest races in the world, and was the first non-italian marque to take the 1100cc class win thanks to Captain George Eyston & Johnny Lurani.



# 1945

## AMERIKA ŠÍLÍ PO MG TC 2000 VOZŮ PRODÁNO

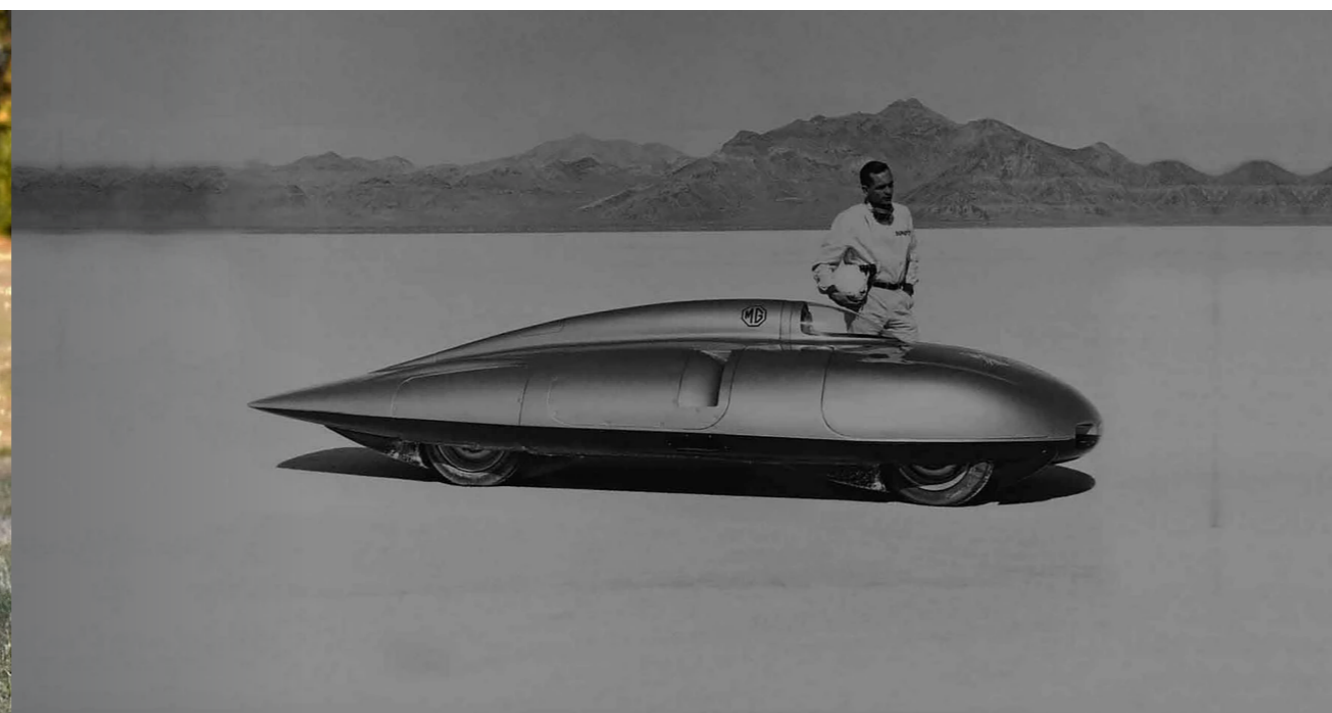
The company launched the MG TC, complete with latest features and gadgets. It sold nearly 2,000 units! This car can be credited with starting the American craze for the British sports car.



# 1956

## ROK KLASIKY MAGNETTE

Initially, the MG ZB Magnette raised a lot of eyebrows. However, with its solid performance and superior features, the Magnette became everyone's favourite in no time.



# 1957

## RYCHLOSTNÍ REKORDY 245 – 254 MPH

The MG Ex181 sets a world record for reaching speed of 245.64mph. And then MG decides to break its own record in 1959 – by touching a speed of 254.91mph at Bonneville Salt Flats. The MG was driven by Sir Stirling Moss.



# 1959

## JMENUJI SE BOND, MGA BOND

MG decides to take things up a notch and launch the MGA, an upgrade of the heart-throbbingly popular MGA 1500. Fitted with a 1588cc engine, it gave the MGA an extra 6 BHP that pretty much made people fly.



Také princ  
Charles si kupuje  
své první MGC



# 1962

## MGC PRO PRINCE CHARLESE

MGB - World's most affordable sportscar was built. The fact that over 5,00,000 MGBs were built just goes on to show how popular it was. When Prince Charles went to University, he bought the B's bigger brother, the MGC.



PŘICHÁZÍ ÉRA HATCHBACKŮ

# 1982

## SKVĚLÁ AUTA V KOMPAKTNÍM BALENÍ

After the doors of Abingdon closed, many assumed that this would be the end of the MG era. Contrary to popular beliefs, MG emerged stronger and launched the compact MG Metro. It has its own fan following still.



# 1983

## TISÍCE FANOUŠKŮ PRO HATCHBACK

The world was changing, and design was changing too. The Metro gave way to a superior five-door hatchback with exceptional performance and handling, the MG Maestro. It further gave way to MG Maestro Turbo.



# 2000

## NOVÉ ZAČÁTKY

MG ushered in the new millennium with the MG TF; an upgrade of the MGF. What followed was a hot-hatch, the MG ZR, and two sports saloons; The MG ZS and MG ZT. MG was back in the motoring world.

# 2007

## SAIC VSTUPUJE DO MG

The MG marque and Longbridge plant were taken over by Nanjing Automobile. Cut to 2007, Nanjing Automobile gave way to SAIC Motor, and MG pops back on the world map as MG Motor.

SPOJENÍ SE SAIC

# 2011

## NOVÁ ÉRA, NOVÝ DESIGN, NOVÍ ZÁKAZNÍCI

Future forward as always, MG realised the need to be personal. With high level customizations, MG introduced the MG3; giving consumers the power to co-design their cars.



# Zbrusu nové technologie & vstup do éry EV



# 2012

**DESIGN  
A VÝKON**

The MG5 emerged as an absolute star, being a spectacular compact car with a stunning exterior design, plush interiors and an aggressive 1.5 litre petrol four-cylinder „VTi-Tech“ engine.



# 2015

**PRVNÍ MG SUV  
PŘEDSTAVENO**

Always on the edge of innovation, MG launches the MG GS, the first-ever MG SUV. Better agility enabled the MG driver to take his MG both on and off the road.

PRVNÍ SUV



# 2017

**KOUZLO  
E-MOTION**

The resolutely ahead E-Motion came with an internet-compatible infotainment system, built on a pure-electric modular architecture platform. It boasts of 0-100 km/h in less than four seconds, and has a range of over 500km.

PRVNÍ EV





NOVÉ MODELY

# 2018

## INOVACE PŘICHÁZÍ S MG HS

MG HS - the next big thing by MG is all set to take the world by storm with a plush design and advanced technology, blind spot monitor, rear-cross traffic alert, a 360 degree AVM, 10.1 inch floating central display and much more.

# 2019

## MG HECTOR

There are things that make us human. Like acknowledging each other, listening and responding to one another. Knowing when we are needed, and being there when we are. Luckily, while we have been forgetting most of these, someone has been learning from us. The MG Hector - A car that is, in many ways, more human. It's a human thing.

# 2020

## MG ZS EV SPIČKOVÁ KVALITA A DESIGN

The MG ZS EV is not just India's first pure Electric Internet SUV, but also a catalyst for change. MG ZS EV, the global SUV is designed for the few who would like all the benefits of a zero tail pipe emission vehicle but in style. The MG ZS EV does not compromise on aesthetics, has an excellent build quality, would thrill you with its performance and is powered by i-Smart EV 2.0. Style, substance, performance – all comes packed with the MG ZS EV.



Spojení dlouhé historie  
a nejmodernější  
technologie

...to je MG

# Děkuji za pozornost



Since 1924