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**CLASSICS  
CULTURE  
COMMUNITY**  
THE LEGACY OF MG CAR CLUB

**Dear friend,**

**Welcome aboard!** It gives us immense pleasure to welcome you to the **MG Family**.

**Now that you're a part of the rich heritage and legacy of the MG Car Club, let's take a walk through the glorious history of the iconic MG Car Club.**

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# HISTORY



THE MG CAR CLUB LTD


## LEGACY

The MG Car Club India (MGCC-I) is a brotherhood extension of one of the world's oldest car clubs, MG Car Club. Founded in 1930, the MGCC is the original club for MG owners that runs on a shared passion and rich brand heritage. The club headquarters, famously known as the Kimber House, is in Abingdon. The MG Car Club currently has 55,000 affiliated members worldwide.

The long history signifies that it has the know-how and experience to really benefit its members. The club unites people from all over the world in their enthusiasm for MG cars of every type and generation, including the very latest models. It brings them together to enjoy MG-themed events, including racing and other competitions. The club has diversified Registers, Centres and Branches, where Registers are model specific, and have been established to provide a wide range of benefits and specialist knowledge to their members. The MG Car Club organises events and social gatherings, race championships, as well as other motorsport events.



# WHY NOT AN MG CLUB?



The history of the prestigious MG Car Club dates back to year 1930. The idea of a car club of MG cars germinated following a letter from one Roy Marsh, an MG car enthusiast, published in The Light Car journal on its readers' correspondence page in the issue of September 5, 1930.

In this letter, Roy Marsh suggested that there were hundreds of MG car owners in the country who would want to get together. So, a car club of these MG enthusiasts should be formed and some enjoyable social runs and trails should be organised for them.

The letter had an immediate effect. Bristling with enthusiasm, various people wrote to others in support of the idea. Soon, one or two more letters appeared in the The Light Car journal. The upshot of it all was an announcement in the journal of an inaugural rally on October 12 for the purpose of formally bringing alive the idea of the MG Car Club.

# AND THERE WAS A BEGINNING

The inaugural rally of the MGCC took place on October 12, 1930 at Roebuck Hotel, near Stevenage, a town in Hertfordshire, England, for the purpose of officially starting the club. Over 30 MGs turned up that day. The MG Car Club was formally constituted, and Thornley was enthusiastically voted in as the secretary.

MGCC's first annual dinner took place in January 1931 at the Mecca Restaurant in Ludgate Hill and Cecil Kimber, the father of the MG, spoke to the patrons and promised a donation of 50 guineas towards club funds. Sir William Morris (Lord Nuffield) agreed to become the club's patron. Three weeks later, in February, the first Chilterns Trail was held – a series of driving challenges and hill-climbs, and one can look back to agree that this was potentially the first event which sowed seeds of motorsport as well as car club activities.



# EXPERIENCE AND COMMUNITY CAME TOGETHER

The first Abingdon to Abingdon trial took place a year later in 1931, beginning and ending at the MG Works. After this event, the membership of the club grew rapidly. The 200 mark was reached by July 1932, and would expand rapidly. By the following April, that number had risen to 500!

The club continued to grow in popularity in line with that of MG cars and also, with the expansion of all kinds of motorsport during the 1930s. It was then where the structure of Regional Centres came into being, extending membership of the club across the UK.

Seeing the potential, the club became a limited company in 1935.

August 1951 saw the first Silverstone 'All-Centre' meeting, an event which continues today as MGLive! Membership continued to grow and the first few overseas centres were formed. In 1959, the club was greatly strengthened by the initiation of a magazine circulated to all members, Safety Fast! compiled by Wilson McComb. It's still a huge part of the club to this day.



# OTHER MAJOR MILESTONES

In October 1969, the MG Car Club became independent from the manufacturer almost 40 years after it had first been formed.

With the purchase of the MG marque and designs by SAIC, a whole new future awaited the club as sales of cars wearing the MG badge grew all over the world. Recent times have also seen the club scoop new accolades; in 2017 it won the prestigious honour of 'National Car Club of the Year' at the National Car Club Awards.



# MG CAR CLUB INDIA

The MG Car Club India (MGCC-I) is a not-for-profit organisation, formed with an objective of bringing together all the MG owners and enthusiasts across the country. Experience is an integral part of MG. While driving an MG is a great experience in itself, yet we constantly strive to create motoring events and activities that are truly world-class, certainly fun, and really memorable.

The journey of MGCC-I has started even before the official formation of the club. Between February and December 2019, numerous MG Experience Drives were organised in different regions of the country. These drives brought together classic and modern MG owners from different cities and they celebrated the spirit of MG in spectacular fashion. These drives helped us curate some unforgettable experiences and moments for our customers. On these drives, they could do anything and everything under the sun, from sharing ideas, to sharing their love for the brand, a bit or lots of banter and experience amazing drives together with their families and friends. They conquered many terrains, drove for miles and did a host of fun activities that ultimately kick started and unfolded the idea of MGCC India chapter, and just how it should be, together, as a community. After all, communities that explore together, stick together.





# A GLIMPSE OF **MG DRIVE** IN 2019







A GLIMPSE OF **MG DRIVE** IN 2020





# MGCC-I PURPOSE

Every journey has a purpose. The journey of MGCC-I also has one. An interesting and meaningful purpose of creating moments those are too memorable to fade away before a lifetime, and too inspiring that one can't resist sharing those with others. MGCC-I is a not-for-profit organisation formed by MG Motor India for bringing together the MG owners and the MG dealerships and develop a sense of belongingness and a family feeling among them. The testament to this commitment is the fact that MGCC-I has its local chapters in different cities all across the country.

The local club of MGCC-I engage and communicate with the MG community members of that area on a regular basis and work towards developing close relationships among the members. Taking guidance from the top governing body, these clubs organise various activities and events for the MGCC members, and encourage and motivate their participation in these. The MGCC-I makes sure that all these activities and events are in-sync with the guiding brand philosophy of MG, and are family-oriented, non-political and non-religious in nature.

As an integral part of the MGCC-I family, the MGCC clubs at local level act as the custodian of its overall brand value. These clubs help the community members enjoy the unique MG experience and create a platform to share their stories, ideas and love for the brand MG. These clubs work closely with the MG India to deliver member specific communication. That's how MGCC also enables and ensures two-way communication and knowledge sharing among the members.

# MAKE A DIFFERENCE

The experience called MG isn't just all about fun and adventure. It's also about helping the society, experience the joy of giving and make a difference. MGCC-I organises special drives for the welfare of underprivileged. One such drive is MG Impact initiative, where the MG community, along with an NGO, works towards girl child education in remote villages of India. To help India fight the Covid-19 pandemic, the MG family worked relentlessly and took numerous initiatives. These included financial assistance, supply of essentials, converting MG Hector into ambulances and sanitisation of the vehicles of Corona Warriors. The MGCC-I will ensure the participation of its members in such philanthropic activities in future as well.



# STRUCTURE AND FUNCTIONING

**IN THE BEGINNING,  
MGCC-I WILL HAVE  
12 INDIVIDUAL CENTRES  
ACROSS THE FOLLOWING 12  
MAJOR CITIES IN THE COUNTRY**

## **North Zone**

Delhi  
Gurugram  
Jaipur  
Chandigarh

## **South Zone**

Bengaluru  
Chennai  
Hyderabad

## **West Zone**

Ahmedabad  
Vadodara  
Mumbai  
Pune

## **East Zone**

Kolkata

Each of these individual centres are affiliated to the MG India dealership of that city. All the MG owners of that particular city or area are entitled to become a member of the local centre of MGCC-I. For smooth functioning of these centres, a well-defined structure and system is put in place. There will be 3 core officers namely, the Chief Experience Officer, the Culture Operations Manager and the Chief Curator in each centre. These officers will have their precise roles and responsibilities in the centre. All the officers will essentially be MG owners of that respective area. All these post-holders will work together towards bringing the MG community of that area together and develop a family feeling among them, based on MG India's activities format.

# THE MG REGISTER INDIA

Welcome to MG Register India.

Started by MG enthusiasts in MGCC UK nearly 50 years ago, the MG Register is aimed at maintaining the profile of those who've been part of the MG movement.

We're introducing the MG Register in India as part of MGCC India. Where anyone who has been part of the MG family or is can be recognized in the archive so everyone has access to our piece of history, and our modern history too.



Aimed at some of our older patrons who own any of our MG's vintage cars. Those who own, nurtured, and maintained some of the most iconic MGs will be an integral part of The Classic Register.



# THE CLASSIC REGISTER



# THE SUV REGISTER



Aimed at some of our newer patrons who own any of our Technology First SUVs. Those who own Hector, Hector Plus, ZS EV, and the Gloster will be an integral part of The SUV Register.



# OFFICERS AND THEIR ROLES AND RESPONSIBILITIES



# CHIEF EXPERIENCE OFFICER

## Responsibilities

The Chief Experience Officer (CEO) is the highest and the most exciting post of the local chapter of MG Car Club. As the name suggests, the CEO will be responsible for curating unforgettable and amazing experiences for the MGCC-I members. The officer will make sure that exciting events and activities take place at regular interval. The CEO will also be responsible for managing the social platform where the centre members can share their ideas, memories and love for the MG. Only an MG owner can apply for this post. The applicant will have to fill up a form\* and explain in the most interesting manner as to why he/she deserves to be the CEO.

Post evaluation of all the applications, a detailed interview of the shortlisted candidates will take place and the most eligible person will be chosen. The length of the CEO's tenure will be one year. The first CEOs of the centre will remain in office till December 2021.

In order to discharge the responsibilities and smooth functioning of the centre, the Chief Experience Officer will also have to take care of following official tasks:

- To preside over the meetings of the centre
- To issue instructions and directions for the effective functioning of the centre
- To advise the centre about its activities
- Planning of centre activities with other officers and Dealership Marketing Manager
- Formation of social media and WhatsApp groups

# CULTURE OPERATIONS MANAGER

## Responsibilities

The primary task of the Culture Operations Manager (COM) is to help the Chief Experience Officer curate memorable experiences for the club members and make them fall in love with the experience called MG. The COM will also make sure that the planning and execution of all activities and events is simply perfect. He/she will do whatever it takes to promote the club's activities and ensure maximum participation in those.

Increasing the fun quotient of activities and developing the family feeling among the group members are two of the key responsibilities of the COM. He/she will have to be the second in command for the Chief Experience Officer, when it comes to making every single experience awesome. He/she will be a custodian of the brand from the customers' side. The selection procedure and length of the tenure of the COM is similar to that of the CEO. The COM will also be responsible for the following functional tasks:

- Responsible for promoting the group activities among the members along with keeping the members informed about MGCC programs and upcoming activities
- Custodians of MGCC Groups on social media

# CHIEF CURATOR

## Responsibilities

The Chief Curator is another most important position in the local clubs of MGCC-I. The key responsibility of the Chief Curator will be to add lots of inspiring and amazing moments to every event and activity organised by the local clubs. The person holding this role will decide what moments and memories are awesome enough to be shared with the club members. He/she will make all necessary checks to ensure that all the events and activities are in alignment with the guiding MG philosophy. The Chief Curator will also be an MG owner and will stay on the post for tenure of one year.

Following are the some of the formal tasks that the Chief Curator will also have to take care of:

- Responsible for administering the meeting, reports, event releases and enrollment releases
- To post daily updates with the members via social platforms

# HOW IT WORKS

- MG owners fill up the form to apply for different post of MGCC-I officers
- Appropriate MG authority interviews the shortlisted candidates and makes the selection
- All the selected officers are given training about MGCC-I's purpose and their individual roles and responsibilities
- The custodian of MGCC-I at MGI to promote different events and activities