



EMBARGOED UNTIL 6.00AM AEST, FRIDAY 1 AUGUST 2025

IM Presented by MG Motor Proudly Launches in Australia

- Highly anticipated attainable premium electric vehicle range is now available in dealerships across Australia
- A truly elite car within reach for more Australians, featuring powerful performance, rapid charging, luxurious interiors, intelligent design and cleverly integrated AI technology for effortless driving
- Prospective owners can experience the IM5 and IM6 at MG Motor retailers
- IM stands for *Intelligence in Motion*

EMBARGOED FRIDAY 1 AUGUST: The highly anticipated IM presented by MG Motor (IM) model range has been officially launched in Australia, at a keynote event with more than 200 of Australia's most prominent automotive industry executives, IM owners, media, commentators, and EV enthusiasts in attendance.

Held at the iconic White Bay Wharf precinct in Sydney, the interactive event showcased IM's exhilarating performance and major leaps forward in technology, premium finishes and innovation. The super-intelligent IM range will be spearheaded by two models, the IM5 Sedan and IM6 SUV, which together present MG with their most advanced premium electric vehicles offered in Australia since entering the market a decade ago.

AVAILABLE IN DEALERSHIPS NOW:

Prospective owners can now experience first-hand the innovative IM5 (Sedan) and IM6 (SUV), designed to propel the next generation of premium electric mobility.

The arrival of the IM range in showrooms marks a significant milestone for MG Motor as IM continues MG Motor's journey to redefine the motoring experience for Australians.

MG Motor Australia Chief Executive Officer, Peter Ciao, commented:

"We're proud to bring IM Presented by MG Motor to Australia, one of our first global markets. The IM5 and IM6 set a new benchmark in attainable dream cars, combining AI enhanced engineering, exhilarating performance, and elegant design. With magnetic touchpoints thoughtfully spaced throughout the vehicle for elevated cabin interaction, IM allows owners to create a truly personalised driving experience. The response so far has shown that Australian drivers are ready for the future, and IM is the brand to deliver it."

IM Global Chief Executive Officer, Liu Tao, shared:

"It is exciting to be here launching IM Presented by MG Motor in Australia. We know local drivers will appreciate our carefully crafted balance of exceptional performance,



IM Presented by MG MOTOR

premium finishes and technology. Whether an IM5 or IM6, Australian cities and roads are some of the best places in the world to explore what IM has on offer, and I'm proud to say this is just the beginning of the IM journey in this fantastic country."

IM5 & IM6 PRODUCT DETAILS:

IM DIGITAL CHASSIS

A truly intelligent car— built for the smart era, the first-generation IM Digital Chassis offers four-wheel steering across the entire product lineup. The IM5 and IM6 achieve centralized control across four domains: steering, braking, suspension and electric drive, and manages six degrees of freedom, working closely with advanced hardware seamlessly to provide an unshakable driving experience and a smaller turning circle at low speed, with the IM5 at just 4.99 meters as well as increased stability and safety during high speed lane changes, whether overtaking heavy trucks on highways, or needing sudden obstacle avoidance at speed, the IM digital chassis keeps the car under control. Additionally, both the IM5 and IM6 Performance variants come equipped as standard with Air Suspension and Continuously Control Damping for enhanced driving performance and comfort. These features will be available for the Platinum variant as optional extras.

NEW POWER - A cutting-edge 800V SiC platform

Key breakthroughs enabled IM to push working voltage to 875 volts - one of the highest among mass-production EVs today, offering quasi-900V architecture, delivering unmatched efficiency. 396kW ultra-fast charging adds 300km (NEDC) range in just 15 minutes - quicker than a coffee break. The 21,000 rpm Hurricane Motor delivers instant, explosive power, with the IM5 100kWh AWD accelerating from 0-100km/h in just 3.2 seconds.

INTELLIGENT DRIVING

Intelligent driving is one of the critical factors in defining a smart car, and IM's intelligent driving system IM AD proudly pushes new boundaries. Supported by Momenta, the assisted driving system offers safe, comfortable, and reliable driving even in the most complex real-world conditions.

With powerful computing and rapidly evolving algorithms, IM Motors is one of the first brands to achieve mass-production capabilities across L2, L3, and L4 levels of intelligent driving — all at the same time.

IM AD is jointly built with Momenta, one of the world's first companies to achieve mass production of end-to-end large model-based autonomous driving systems. It also possesses a strong capability to rapidly adapt to new road environments across the globe.

For instance, by learning from the driving environment in Australia, Momenta's system quickly mastered local conditions and driving styles, including:



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- **Navigating intersections even in the absence or degradation of lane markings**, maintaining smooth driving and preventing frequent disengagements - a common issue on many poorly marked Australian roads. This ensures greater continuity in feature usage.
- **Interactive lane changes**, which avoid abrupt cut-ins. Instead, the system evaluates a range of dynamic factors - such as vehicle speed and nearby large vehicles - to execute lane changes in a smooth, human-like manner.
- **Automated parking assistance**, capable of handling over 30 complex scenarios including narrow alleys and underground garages. The system is highly adapted to local parking norms, accurately identifying a wide range of ground surfaces and marking standards. As a result, users can confidently manoeuvre into over 300 types of parking spaces - just like an experienced local driver.

PREMIUM CABIN

Featuring a sharp 10.5” central touchscreen, an immersive 26.3” infotainment display and a stunning panoramic sunroof, the interior for both the sedan and SUV models are also equipped with fully collapsible chairs, luxury seat finishes, smart device magnets, and 20 high-definition audio speakers to immerse drivers in symphony of sound. Rear passengers enjoy vast legroom with a 2,950mm wheelbase on both models. Whether planning a drive route for a family road trip, keeping passengers entertained or listening to your favourite playlist, the all-new IM models are equipped with exceptional cabin features for an immersive driving experience.

AI TECHNOLOGY AND iSMART APP COMPATIBILITY

The super-intelligent IM5 and IM6 are also equipped with AI technology that elevates the driving performance. Functions such as Proactive Vision Supplement System (PVSS), Rainy Night Mode and One Touch AI Chauffeur utilise the car’s 360-degree cameras to either assist or perform tasks on the driver’s behalf.

The IM range’s compatibility with the MG iSMART mobile application allows owners to control key functions remotely, including monitoring, charging and checking vehicle location and route planning - all from their smartphone. For instance, the iSMART app always shows the vehicle’s precise location on the in-built map, ensuring you never lose track of where you have parked.

REVOLUTIONARY BI-DIRECTIONAL TURNING

The all new super-intelligent IM5 and IM6 models are equipped with revolutionary bi-directional rear-wheel turning technology, offering up to 12 degrees of rear-wheel articulation. An industry-leading feature, this advanced system dramatically reduces the turning circle and transforms the driving experience, making it comparable to that of a compact hatchback.

The enhanced manoeuvrability allows for effortless parking and precise navigation through tight urban environments. At higher speeds, the rear wheels turn in harmony with the front, improving stability, cornering performance, and overall handling. This stability enabled the IM5 to break the Moose Test record at a speed of 90.96km/h – topping the record previously held for the past 25 years.



BATTERY

The IM5 has a range capable of up to 755km NEDC whilst the IM6 is capable of 670km NEDC. Both the sedan and SUV can be charged from 30-80% in just 15.2minutes. The IM5 and IM6 Premium specification features 400V power.

PRICING:

Please find Drive Away pricing detail below for all models with paint and options additional extras:

IM5 sedan

- IM5 Premium (75KWH RWD) - AUD \$60,990 (drive away)
- IM5 Platinum (100KWH RWD) - AUD \$69,990 (drive away)
- IM5 Performance (100KWH AWD) - AUD \$80,990 (drive away)

IM6 SUV

- IM6 Premium (75KWH RWD) - AUD \$60,990 (drive away)
- IM6 Platinum (100KWH RWD) - AUD \$69,990 (drive away)
- IM6 Performance (100KWH AWD) - AUD \$80,990 (drive away)

WARRANTY:

The IM range is backed by a seven-year all-inclusive warranty and is compatible with the MG iSMART mobile app, allowing remote access to charging, security, and custom vehicle management.

MG Motor Australia Chief Executive Officer, Peter Ciao, added: *“Where we see a presence in Australia for MG, we see a presence for IM. Designed for those who expect more from their drive, the enthusiastic response we’ve seen so far tells us this is only the beginning for IM’s journey to push boundaries of what is possible for premium electric mobility. We can’t wait for Australian owners to experience it for themselves.”*

The full IM5 and IM6 models can be viewed and purchased now at MG Motor dealerships across Australia. Prospective owners are encouraged to contact their local dealership to find out more at: <https://shop.mgmotor.com.au/>

- ENDS -

- Notes to Editor -

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About IM Presented by MG Motor

* IM (short for 'Intelligence in Motion') was launched by MG Motor as a new premium electric vehicle sub-brand in Australia, with the introduction of IM5 and IM6. Representing a leap forward in electric vehicles, IM Presented by MG Motor sits under SAIC and is a Joint Venture between SAIC, ZJ Hi Tech and Alibaba.

About MG Motor

From humble beginnings in a garage in Oxford, England in 1924 to 100 years later today, MG Motor has always remained committed to driving innovation within the automotive industry. MG Motor is now owned by global vehicle manufacturer SAIC who delivered over 5 million vehicles in 2023 and ranked 93rd on the 2024 Fortune Global 500 list. Locally, MG Motor Australia launched in 2016 and has quickly gained influence within the domestic landscape. In 2023 MG Motor Australia was ranked 7th in terms of sales* and successfully retained the title of Australia's best-selling light hatchback and compact SUV* for the MG3 and MG ZS respectively. Additionally, the all-electric MG4 was crowned the 2023 winner of Carsales Car of the Year. In 2024 the brands focus on driving innovation has been demonstrated through the launch of two new Hybrid vehicles, the MG3 and MG ZS as well the globally awarded all-electric Cyberster, a nod to the brands history and legacy on our centenary celebration. Driving forward, MG Motor is committed to developing and launching new and exciting models that are designed to meet the needs of all Australian motorists.