MG

MORRIS GARAGES

ASTOR

INDIA'S FIRST CAR WITH AI INSIDE

MG

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.

Man. Machine. And AI.

MG Astor. The AI Affair.

Jokes

Festival GIFs

News

In-car Controls

Wikipedia

Chit-chat and Hinglish commands
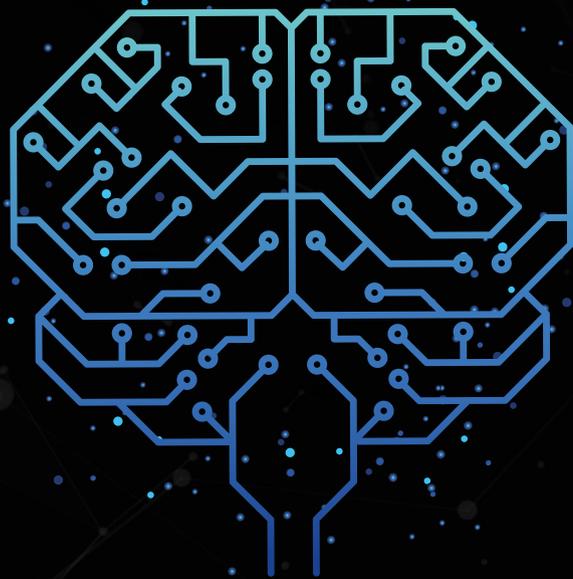
PERSONAL
AI ASSISTANT

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 AI 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?

Know-it-all

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 is powered by **Wikipedia.**

Hilarious

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

Attentive

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

Well-informed

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

Festival mascot

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

HAPPY Diwali

CAR AS A PLATFORM

Imagine a car that can order your favorite brew, or reserve your parking for you, or reward you for your driving style by reducing the insurance premium. A car with software at its heart.
A car made not just by engineers, but by coders, dreamers, thinkers.
Introducing iSmart Hub, a platform of endless possibilities.

Our Partners

Jio
Enjoy seamless internet connectivity across the country with Jio's embedded sim in the MG Astor.

MapMyIndia
Experience superior navigation with AI-powered maps engine and intelligent voice interaction system.

Park+
Discover, book and pay for your parking from within the car, even before reaching the destination.

Koinearth
Safe driving behaviour can earn you lower insurance premium or higher resale value, with this blockchain-protected digital passport of your MG Astor.

AUTONOMOUS
LEVEL 2

ADAS

Advanced Driver Assistant 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 not just makes driving more comfortable and intuitive, but it also keeps your safety at the forefront. With level 2, the system can not only perform acceleration/braking functions but can also activate steering control to assist the driving.

*Advanced Driver Assistance System (ADAS) is not a substitute for human eye and driver vigilance, it is a driver assist system that enhances driving experience and safety. The driver shall remain responsible for safe, vigilant and attentive driving.

Lane Functions

Lane Keep Assist. Lane Departure Prevention. Lane Departure Warning

For these functions, the multipurpose camera identifies lane markings and warns you in case the vehicle is deviating from the lane. It also actively keeps the vehicle in the centre of the lane, reducing your steering effort, by controlling the steering.

Forward Collision Prevention
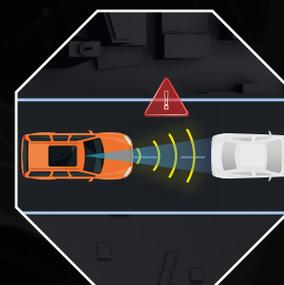
Front Collision Warning. Automatic Emergency Braking

Forward Collision Prevention system alerts the driver about a probable collision with a four-wheeler, two-wheeler or a pedestrian when the gap becomes too close. In case the driver takes no action on the alert then the vehicle applies autonomous deceleration.

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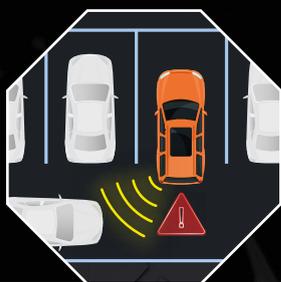
Blind Spot Detection. Lane Change Assist. Rear Cross Traffic Alert

Read Drive Assist functions help in a continuous monitoring of vehicle's surroundings to eliminate any blind spots; be it overtaking or side-lane strafing. While reversing, if there's a vehicle coming from the crossroad and a possible hazard is detected, the system alerts the driver through visual and acoustic signals.

Speed Assist System
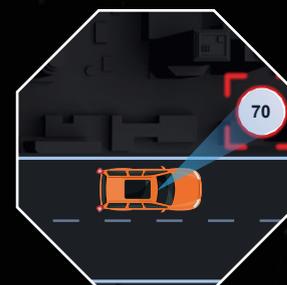
Speed Warning. Intelligent. Manual

Speed Assist System will monitor traffic signs on the road from which it is possible to infer speed limit. The system alerts the driver in case of over speeding through visual and acoustic means. It can also slow down the car to the speed limit automatically in intelligent mode.

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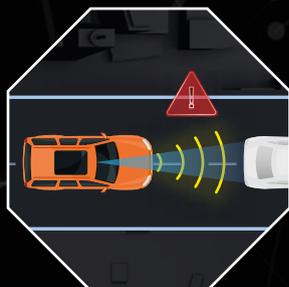
Adaptive Cruise Control is an advanced version of cruise control. It senses and monitors the road ahead and automatically accelerates/decelerates for maintaining a proper distance from the vehicle in front.

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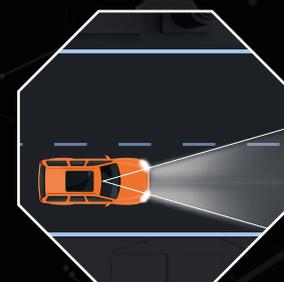
Intelligent Headlamp Control activates and deactivates the high-beam, depending on the oncoming traffic and environment situation. Thus preventing other road users from blinding due to high-beam.

First-In-Segment
Autonomous Level 2 Features

With 14 first-in-segment Autonomous Level 2 features, MG Astor not just makes every drive safe and convenient but also results in a more seamless driving experience.

| Lane Keep Assist |
| Lane Departure Warning |
| Lane Departure Prevention |
| Adaptive Cruise Control |
| Forward Collision Warning |
| Automatic Emergency Braking |
| Automatic Emergency Braking - Pedestrian |

| Speed Assist System – Speed Warning |
| Speed Assist System – Manual Mode |
| Speed Assist System – Intelligent Mode |
| Rear Cross Traffic Alert |
| Lane Change Assist |
| Blind Spot Detection |
| Intelligent Headlamp Control |

*Advanced Driver Assistance System (ADAS) is not a substitute for human eye and driver vigilance, it is a driver assist system that enhances driving experience and safety.
The driver shall remain responsible for safe, vigilant and attentive driving.

MG
MORRIS GARAGES