

MG Car Club launches new digital memberships

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The historic vehicle community has never been healthier in the UK and the movement continues to evolve by embracing the opportunities that modern technology and digital means of communication offer.

The MG Car Club is pleased to announce its new digital membership, an innovation that will enable us to continue providing the service that members expect, whilst offering alternative ways to consume Safety Fast! Magazine. Our new digital membership will cater for changing preferences, in a sustainable way. Take a look at the membership rates for the new digital and traditional printed options and choose the one that suits you best.

The MG Car Club - Creating experiences and support for all MG owners.

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The historic vehicle community has never been healthier in the UK and Overseas. Member clubs continue to evolve by embracing the opportunities that modern technology and digital means of communication have to offer.

For MG enthusiasts, the backbone of the community remains, the MG Car Club. It has a longstanding place in MG history, having been formed out of the MG Factory over 90 years ago, and continues to support both historic MGs and the latest modern models which are selling well in the UK. Whilst the membership has proven loyal over many decades, new opportunities exist to attract new audiences, younger members and those looking for different benefits and reasons to renew their Club membership. However, the cost of running organisations has risen dramatically in recent years, so the conditions for car clubs have become ever more challenging.

The MG Car Club is now required to evolve once more for the benefit of securing its services for members long into the future. One of the most significant costs the Club has is the production and delivery of the Club's magazine, Safety Fast! Not only have production costs risen from higher printing costs and a challenging market for advertising, but the costs of delivering the publication to members have also sky-rocketed. Therefore, the **MG Car Club has announced its new digital membership**, which aims to continue providing the service that members expect by offering alternative ways to receive and enjoy reading regular issues of Safety Fast! in line with changing preferences, whilst ensuring delivery and production continues in a more sustainable way.

Members will now have two levels of membership on offer:

- **Digital membership** which will offer an online, mobile friendly way of reading Safety Fast! or
- **Print membership** which will offer members the chance of 'opting-in' and purchasing an upgrade on their membership to receive a paper magazine.

It is clear from the feedback from representatives of the Club's Centres, Registers and Branches that with changing habits and needs of our members, delivery of information and news online is seen as more convenient.

The new UK and Europe digital and print membership subscription tiers are available now and will be fixed for the next three years. Members can purchase or renew their membership via the links below where you can see the new tiers of membership subscription with either a digital copy of Safety Fast! or a printed copy.

<https://www.mgcc.co.uk/join-now/> <https://www.mgcc.co.uk/direct-debit/>