



MG Century 100 years of Safety Fast!

Authored by marque expert David Knowles, *The MG Century: 100 Years of Safety Fast!* is a fitting celebration of one of the automotive world's oldest and most beloved brands—and a must-have for every car enthusiast.

For many car enthusiasts, MG is synonymous with “sports car”. It is often credited with igniting a passion for European cars in post-war America at a time when roads were otherwise filled with the lumbering output of Detroit. In England, MGs filled roles from family transport to competition driving.

MG, as we think of it today, began in the 1920s, but its roots go back even further with a young William Morris initially working in the booming bicycle trade. He eventually branched into motorcycle and car repair with the fledgling Morris Garage in 1907. By the mid-1920s, the successful Morris Garages was in a position to begin manufacturing its own cars under the MG name.

MG grew significantly in the years before World War II, building and racing its classic Midgets and Magnettes. World War II provided challenging times for the company as it did for the UK and much of the World. In the post-war period, a focus on sales outside England, and particularly in the United States, both defined MG's product line and

ensured its success. Legendary cars followed, including MG TC, TD, and TF followed by thoroughly modern MGA, MGB, MGB GT, and Midget. Magnettes and the 1100 front wheel drive models offered options for those wanting sedans and more practical cars.

MG ownership moved through a number of UK companies in the post Abingdon period - British Leyland and BLMC, British Aerospace, BMW then the Phoenix Consortium less reverently known as the “Phoenix Four” in March 2000 to and today with the Chinese-based company SAIC through which it operates as MG Motor. Highlights along the way included the MGBGT V8, MG Metro Group B rally car, and the MGF. Based on its latest state-of-the-art EV platform, MG has launched an all-new roadster coming full circle over its century in business.

Full of detail on each stage of MG

Inevitably a book covering 100 years of a successful marque like MG covers a great deal of history and detail of the many models that have appeared over the years. The challenge for the author in creating this huge book is clear but the result is a book full of detail on each stage of the MG business and the impressive range of models built and enjoyed by so many owners in the UK and overseas.

But the author has also included well researched accounts of the development of the company at each stage, the influential figures leading the company at the various stages, the challenges faced for the MG business and brand under various ownerships and the range of models created and sold to a worldwide market. The closure of the MG Plant at Abingdon in 1979 was a shock then and remains for many who recall that event it still remains a painful memory and sense of loss for the MG marque and also the loyal workforce there.

Post Abingdon years

The photos of models at each stage of the history of the company are very

good, particularly photos and text relating to often less known concept cars from the design teams. The possible new MG produced by the Austin Rover designers as a “concept car” in the late 1980s, known as the “F-16”, is particularly interesting but came as the Rover Group was offloaded to British Aerospace (BAe) in March 1988.

The next ten years saw many “post-Abingdon” MG models developed using Rover Group models like the Metro, Maestro and Montego but the development of an MG sports car, the RV8 and then the MGF, a welcome revival, helped keep the MG brand alive.

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A summary of the contents of the book covers ten key periods over the century. The author's skilful combination of the history of the models over a century with a detailed account of the development of the business, the challenges at various stages and now the current success of MG as popular range of models makes this book a fascinating read.

MG Century

An impressive volume from David Knowles with expert commentary on MG history and images, period adverts & contemporary photography.

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