

Parts for Sale – RV8 Product Report – MG back with a vengeance

PRODUCT *report*



For the use of Rover sales staff only

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MG: BACK WITH A VENGEANCE

THIRTY YEARS AFTER THE BIRTH OF THE LEGENDARY MGB, THE MG MARQUE LIVES AGAIN, REVIVING A GOLDEN HISTORY OF TRACK WINNERS, RECORD BREAKERS AND CLASSIC ROAD CARS. THE MG RV8 IS THE MOST EXCLUSIVE,

LUXURIOUS AND POWERFUL MG EVER BUILT. IT HAS ALREADY ATTRACTED STRONG MEDIA ATTENTION, AND THERE WILL BE NO SHORTAGE OF ORDERS FOR A CAR WHICH IS LIKELY TO BECOME AN INSTANT CLASSIC.





Produced by

Rover Group
Rover Leasing Business
Carter Road, Solihull, Walsley, B37 7YJ
Telephone: 0121 65 3111
Facsimile: 0121 65 4103

A British Aerospace Company

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THE MARKETING OBJECTIVES

- To ensure that the image of the MG is accessible
- To strengthen the image of MG as an important component of the "Sports car" brand

THE CUSTOMERS

Having established that they should market to these people, the next step is to identify who they are. They will therefore be part of the group. They will be a "Sports car" brand.



PRODUCT OVERVIEW

Exterior style

- The car is designed to be a "sports car" with a "classic" look, featuring a "classic" design with a "classic" look, and a "classic" look.
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Interior style

- The car is designed to be a "sports car" with a "classic" look, featuring a "classic" design with a "classic" look, and a "classic" look.
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Power unit

- The car is designed to be a "sports car" with a "classic" look, featuring a "classic" design with a "classic" look, and a "classic" look.

